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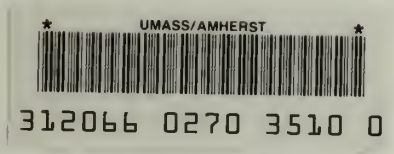

Massachusetts Adult Tobacco Survey

Tobacco Use and Attitudes After Three Years of The Massachusetts Tobacco Control Program

Technical Report & Tables 1993—1996

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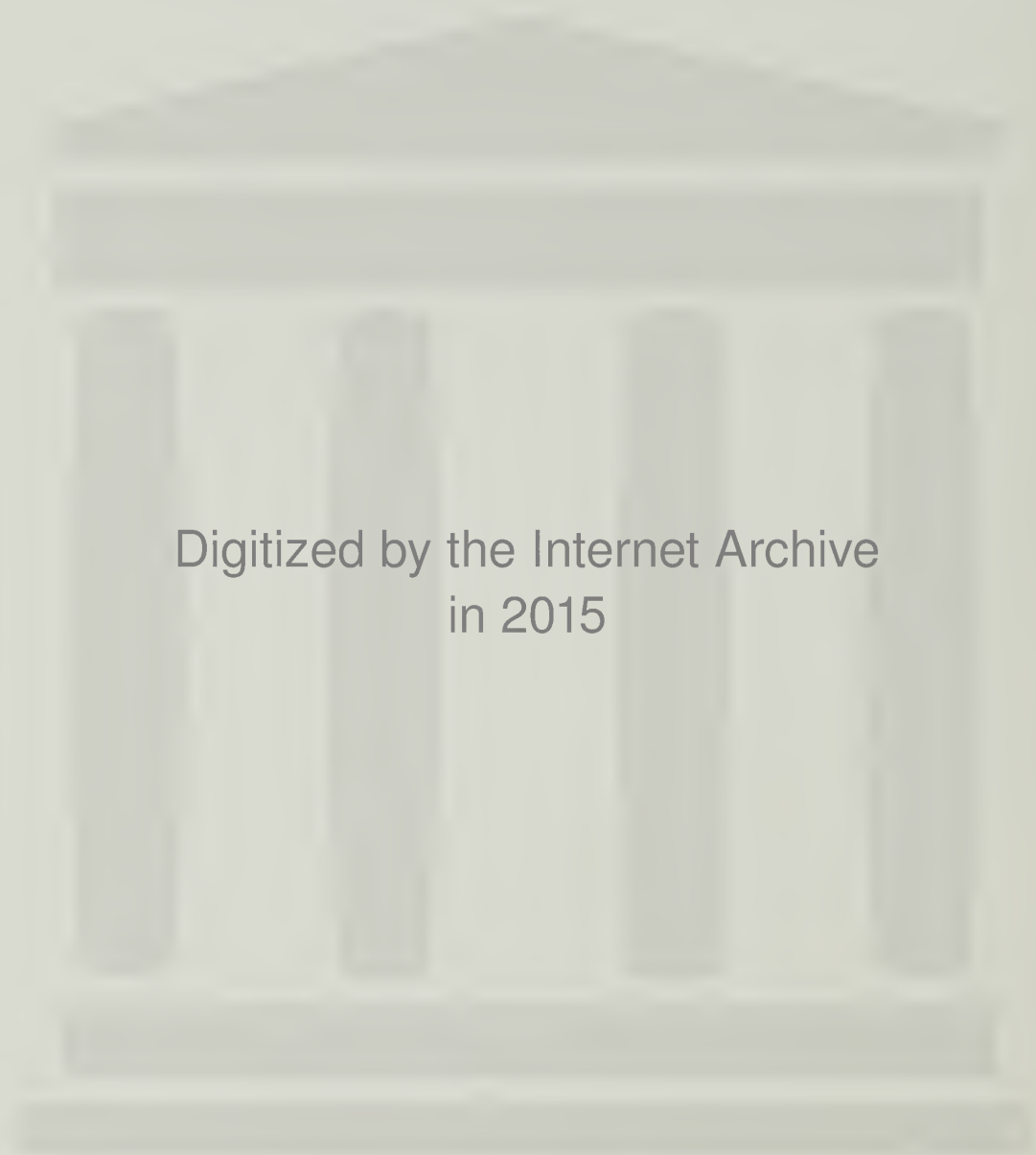
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ACKNOWLEDGEMENTS

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Peter W. Forbes and Zhu Xiao Di: Assistant Study Directors
Anthony M. Roman: Sample design and statistical consultation
Polly Armsby: Telephone room manager
Zhu Xiao Di: Data analyst

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INTRODUCTION

DESCRIPTION OF PURPOSE AND CONTENTS OF TECHNICAL REPORT

The Massachusetts Tobacco Control Program was launched in October of 1993. At that time, the Center for Survey Research conducted the Massachusetts Tobacco Survey (MTS) a comprehensive survey of adults and teens living in Massachusetts. The purpose of the survey was to collect baseline data on the prevalence of tobacco use among adults and teens in the Commonwealth and issues related to the likelihood of smoking cessation or initiation. The survey also assessed the prevalence of restrictive smoking policies, and attitudes about tobacco control measures. The baseline data serve as a standard against which the impact of various programs sponsored by the Department of Public Health can be assessed. Technical details about the MTS and reports of the results are available from the Massachusetts Department of Public Health.[1]

In January, 1995 the Department of Public Health contracted with the Center for Survey Research to carry out a second survey monitoring tobacco use and related attitudes and behaviors among adults in the Commonwealth. This second survey, known as the Massachusetts Adult Tobacco Survey (MATS), has been carried out monthly since March of 1995. This survey is similar to the MTS in that initial screening interviews are carried out with a household member who provides demographic and smoking status information about other adults in the household. One member of the household is then randomly selected for extended interview. The sample for this survey is smaller than that used for the MTS and does not include teens. It also differs from the MTS in that smokers were not over-sampled, nor were members of minority groups. The sample was geographically stratified as was the MTS. (More details on the sampling design are presented in Chapter I.)

Technical Reports are available for the 1993 MTS survey, and for the 1995 MATS. Please refer to those reports for descriptions of the respective surveys and a more general discussion of the use of the telephone survey for data collection. This report presents methodological details of the data 1996 MATS. It contains an appendix of tables of major results for data collected in '93, '95 and '96. Nontechnical reports describing the major results are available from the Massachusetts Department of Public Health.

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[1] Biener, L. Fowler, Jr., F.J., & Roman, A.M., 1993 Massachusetts Tobacco Survey. Technical Report. Boston: Massachusetts.

CHAPTER 1
SAMPLE DESIGN

The sample for the 1996 Massachusetts Adult Tobacco Survey is a complex, multi-stage design with stratification and clustering within strata. It is a continuation of the design of the 1995 Tobacco survey. The strata correspond to five designated geographic areas of interest, as follows:

- **Boston**
- **Springfield**
- **Worcester**
- **Lawrence and Lowell**
- **Fall River and New Bedford**
- **The remainder of the state not included in the previous five strata.**

The overall sample of 7776 telephone numbers is distributed among the six strata in approximately equal proportions.

RANDOM-DIGIT-DIALING TECHNIQUES

Using a current AT&T database of telephone exchanges, those servicing each of the above strata were identified. An adaptation of the Mitofsky-Waksberg[2] method of random-digit-dialing (RDD) was used to generate the sample of telephone numbers for each stratum. Under this procedure, two random digits are appended to each area code and exchange to form clusters of 100 potential telephone numbers. A random sample of these clusters is selected, and two additional random digits are appended to each selected cluster to form complete telephone numbers. These numbers are called to determine whether they reach residences. If a number reaches a residence, the entire cluster from which it came is retained in the sample. Residential clusters found in this manner become the primary sampling units (PSU's) within the sample design. Table 1.1 displays results from this stage of the sample selection procedure.

Table 1.1
Results from Primary Screening for Residential Clusters

Stratum	Telephone Numbers Called	Residences Found	Residential Rate (%)
Boston	1,635	357	21.8
Springfield	1,360	459	33.8
Worcester	902	312	34.6
Lawrence/Lowell	980	317	32.4
Fall River/New Bedford	1,364	662	48.5
Rest of State	1,067	330	34.6

[2] Waksberg, Joseph (1978). Sampling methods for random-digit-dialing. Journal of the American Statistical Association, 73:40-46

TOTAL	7,308	2,437	33.4

Within each retained residential cluster, telephone numbers are randomly generated to become the sample for the study. Any number called that identifies a residence is eligible for a household interview. Nonresidential telephone numbers are not replaced; rather, additional telephone numbers are called across all clusters in order to generate the required number of residential telephone numbers. This process allows efficient and cost-effective management of the sample. The technique does, however, require minor weighting adjustments to be applied to each cluster, since the number of residences identified varies slightly from cluster to cluster. Weighting of the MATS data is discussed in Chapter 4. Table 1.2 displays the final distribution of telephone numbers dialed. As can be seen, the probability of a dialed number being residential nearly doubled, increasing from 0.33 in the first stage to over 0.60 in the second stage.

Table 1.2
Distribution of Telephone Numbers Called

Stratum	Telephone Numbers Dialed	Confirmed Residences	Confirmed Non-Residences	Unconfirmed Status	Residential Rate (%)
Boston	1428	739	593	96	55.5
Springfield	1376	800	514	62	60.9
Worcester	1248	724	452	72	61.6
Lawrence/Lowell	1268	742	443	83	62.6
Fall River/New	1136	778	325	33	70.5
Bedford	1320	733	516	71	58.7
Rest of State					
TOTAL	7776	4516	2843	417	61.4

Response Rates

Overall, a total of 3287 preliminary household interviews were conducted, for a household response rate of 72.5%. In order to compute this response rate, one assumption was necessary. Although great effort was expended in attempting to make contact with each telephone number dialed, some numbers produced only "no answer" as a result of each dialing. To estimate a response rate (the percentage of all sampled residential units at which an interview was conducted), it is necessary to make an assumption about how many of the "no answer" numbers actually led to eligible households. Based upon results from similar studies conducted by CSR in which the residential status of a random sample of such telephone numbers was confirmed by the NYNEX business office, an estimate of 4% residential is assumed. This rate was applied to all noncontact telephone numbers and went into the computation of the response rate. Household response rates were computed using the following equation:

$$R_H=(\frac{I_H}{N_H})\times 100$$

where:
R_H=Household response rate
I_H=Number of completed household interviews
N_H=Number of residential telephone numbers found

The number of residential telephone numbers found included 4 percent of all noncontact households. Table 1.3 shows the household response rates for each stratum. Response rates were fairly consistent ranging from a low of about 69 percent in Boston to a high of about 76 percent in Worcester. The primary reasons for nonresponse were refusals

(67 percent of all nonresponders), people who were contacted but then did not respond after a large number of call attempts (12 percent), and people who could not speak English or Spanish (7 percent).

At the next stage of sampling, extended interviews were attempted with objectively selected adults 18 years of age or older. Table 1.4 displays the final results of these extended adult interviews by stratum. The adult interview response rate was 79 percent and ranged from a low of 76 percent in Fall River/New Bedford to a high of about 82 percent in the rest of the state stratum. This response rate was computed as follows:

$$R_A=(\frac{I_A}{N_A})\times 100$$

where:

R_A=Adult response rate

I_A=Number of completed adult interviews

N_A=Number of households with an adult selected

The three largest components of nonresponse were refusals (55 percent of nonresponders), adults who received a large number of call attempts without responding (35 percent), and adults who did not speak English or Spanish (9 percent).

Table 1.3
Household Interviews and Response Rates by Stratum

Stratum	Number of Household Interviews	Estimated Response Rate (%)
Boston	510	68.6
Springfield	607	75.6
Worcester	550	75.7
Lawrence / Lowell	535	71.8
Fall River / New Bedford	558	71.6
Rest of State	527	71.6
TOTAL	3287	72.5

Table 1.4
Adult Interview Response Rates by Stratum

Stratum	Total Number of Interviews	Estimated Response Rate (%)
Boston	389	77.0
Springfield	477	79.6
Worcester	442	81.3
Lawrence/Lowell	418	79.2
Fall River/New Bedford	421	76.1
Rest of State	426	81.5
TOTAL	2573	79.1

CHAPTER 2
SURVEY DESIGN

The Massachusetts Adult Tobacco Survey consisted of two interview protocols:

- A brief survey, to be answered by an informed adult household member, about the smoking status of all adults and about demographic information such as age, sex, ethnic identity of all household members and educational attainment of each adult.

- An adult interview schedule regarding smoking history, efforts to quit smoking, exposure to second-hand smoke, policies regarding smoking that affect respondents' lives, and opinions about various issues related to smoking. The interview questions varied depending on whether the respondent was a smoker, a former smoker, or a non-smoker (had not smoked 100 cigarettes in his/her lifetime).

INSTRUMENT DEVELOPMENT AND TESTING

The data collection instruments contained many of the same items included in the MTS in order to be able to assess persistence or change. New items were added to track exposure to the various program interventions and attitudes toward newly emerging issues. Table 2.1 lists the concepts measured on the MATS and indicates whether they also appeared on the MTS or whether they were new. The design of the instruments was a joint effort of Center for Survey Research staff and staff members from the Massachusetts Department of Public Health.

Before beginning the survey, near-final survey instruments underwent a detailed pre-test under realistic conditions. Pretest samples were drawn through a combination of random-digit dialing and networking to people who were known to CSR employees, but not involved in the survey research process.

Questions were evaluated in four ways. First, all interviews were tape recorded with respondent permission. For items new to the MATS interview, the behavior of respondents and interviewers was coded using special behavioral codes. These identified the rate at which questions were read exactly as worded, for which probing was required in order to get an adequate answer, and for which respondents asked for clarification. These behaviors have been shown to be reliable indicators of question problems[3]. Second, interviewers were given rating forms on which to record whether each question posed a problem by virtue of being difficult to read or difficult to answer. Third, after the field pretest, when behavior coding and interviewer rating forms had been tabulated, interviewers gathered in a traditional debriefing. At that session, interviewers discussed with investigators their experiences with the questions. They also helped to diagnose the problems that showed up in the behavior coding. Finally, for selected questions, the actual pattern of responses was tabulated to make sure that distributions and answers corresponded with expectations. In general, after the extensive testing that had gone on previously, we found these survey instruments to be very sound. However, the instruments were further improved in numerous ways based on the results from the pretest.

TRANSLATION PROCEDURES

After the English version was finalized, professional translators converted the instruments into Spanish. When translations were completed, they were independently back-translated to English. The back-translated versions were then compared to the original English version. Discrepancies were resolved during meetings attended by the primary

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[3] Fowler Jr., F.J., Reducing interviewer-related error through interviewer training, supervision, and other means. In Biemer, et al. Measurement Errors in Surveys, New York: John Wiley, 1991, 259-278.

translators, back-translators, and CSR staff. This ensured that the translated instruments have the intended meaning to the greatest extent possible. The Spanish language interview was programmed into the CATI version.

TABLE 2.1 CONCEPTS MEASURED IN MATS

PROGRESS TOWARD TOBACCO CONTROL

Prevalence of Tobacco Use

Smoking status (MTS)
Duration of abstinence
Age at initiation (MTS)
Smokeless and other tobacco use (MTS)

Progress Toward Cessation

Level of addiction (MTS)
Quit attempts (MTS)
Stage of readiness to quit (MTS)
Score on contemplation ladder (MTS)

Exposure to ETS

Exposure to environmental tobacco smoke (MTS)
Smoking policy at home and at work (MTS)
Exposure in restaurants & bars

Attitudes About Tobacco Control

Support for restrictive policies in public places (MTS)
Support for restrictions on sale and promotion of cigarettes (MTS + new)
Support for additional taxation on tobacco (MTS)
Assertiveness in the face of smoking policy violations (MTS)
Support for tobacco industry theme of accommodation (new)
Predicated response to smoke-free restaurants & bars (new)

Demographics

Age
Sex
Ethnicity
Education
Household Income
Household Composition

EXPOSURE TO MTCP INTERVENTIONS

Impact of Media Messages

Awareness of tag line ("It's time we made smoking history")(new)
Perceived vulnerability to illness due to smoking (MTS)
Beliefs about addictiveness of tobacco (new)
Beliefs about tobacco industry manipulation of nicotine content of cigarettes(new)
Beliefs about risks of ETS exposure (MTS)
Extent of efforts to avoid ETS (new)

Exposure to Cessation Services or Messages

Source of info. on quitting(MTS & new)
Participation in cessation programs (MTS)
Use of nicotine replacement products (MTS)
Social support for quitting (MTS)
Receipt of MD or dentist advice to quit (MTS)

Exposure to Teen Prevention Efforts

Awareness of symbol - S Free (new)
Beliefs about effectiveness of law against sales to minors (MTS)
Beliefs about industry marketing to teens (new)
Extent of disapproval of teen smoking (new)

Impact of Policy Initiatives

Support for local tobacco control efforts (new)
Evaluation of city/town tobacco control ordinances - Too lax/too strict (new)

KEY

MTS: Item contained on MTS
New: New on MATS

CHAPTER 3
DATA COLLECTION AND PREPARATION

OVERVIEW

The survey was done using a Computer-Assisted Telephone Interviewing software package called CASES®, published by the University of California at Berkeley. The sample consisted of sets of telephone numbers, generated as described in Chapter 1, which together constitute a probability sample of all housing units with telephone service in the Commonwealth. When an interviewer begins work, the CATI system selects a telephone number from the sample and displays it on the screen for the interviewer to dial. The first task of the interviewer is to ascertain the status of that number. If it is not a working residential number, it is dropped from the sample. If it is a working residential number, the interviewer's task is to complete the brief household interview. As mentioned earlier, the household interview serves two basic functions: it obtains information about the smoking status, age, gender, and ethnic background of all persons 18 or older residing in the household; and it generates a listing of adult household members that forms the basis for selection of adults for the in-depth interviews.

Any responsible adult 18 or older could provide the information for the screening interview. The interviewer would then take steps to complete the extended interview as well. If the extended interviews could not be completed at the same time that the household interview was completed, interviewers continued to call the household as necessary.

COMPUTER-ASSISTED TELEPHONE INTERVIEWING

Computer Assisted Telephone Interviewing (CATI) accomplishes three important tasks: First, the system manages the sample. Selected telephone numbers are loaded into the system and the CATI system systematically goes through available numbers and assigns them to interviewers for coverage. The system gives priority to pre-arranged appointments or times that interviewers enter as likely times to find particular respondents at home. Second, the CATI system provides interviewers with the questions they are to read. One of the distinctive advantages of CATI is that complex instructions for question order, based on answers to previous questions, can be programmed into the system. This capability leaves interviewers free to concentrate on interaction with respondents; interviewers simply read the questions that appear automatically on screen. Finally, the CATI system provides for entering data directly, rather than by writing answers in an interview booklet. Interviewers record answers by keying numerical codes into the computer. The CATI system prevents interviewers from entering out-of-range codes, and forces interviewers to acknowledge their entries, thus minimizing random keying errors. There are also options available for interviewers to record notes and verbatim responses as needed.

INTERVIEWERS

A key part of any survey operation is the field staff who do the interviewing. A total of 36 interviewers worked on this project, a mixture of experienced interviewers and newly recruited interviewers. All CSR interviewers receive a minimum of four days' training on standardized, nondirective interviewing techniques. In addition, they all received specialized training in the procedures and objectives of each survey.

SUPERVISION

Part of the quality control program at the Center for Survey Research involves continuous monitoring and supervision of interviewers. Specially trained supervisors monitor a sample of each interviewer's work on each shift. Monitoring includes listening to a segment of an interview and systematically recording the extent to which interviewers adhere to standards for good interviewing practice: asking questions exactly as worded, probing nondirectively, and maintaining appropriate neutral rapport with respondents. When problems are identified, interviewers meet with a supervisor after the interview is complete to discuss the problem and to identify its source; retraining is initiated as needed.

FIELD PROCEDURES

During 1996, interviewing was conducted every day except January 1, Easter Sunday, July 4, Thanksgiving Day, December 24 and December 25. A total of 3,540.5 interviewing hours and 693.75 supervisory hours were expended on the project over a total of 358 shifts. An additional 119.25 hours were spent in briefings and conducting clerical tasks. Shifts were 5 hours each, on average, running from 4:30 p.m. to 9:30 p.m. Monday through Thursday, Friday 3:00 p.m. to 8:00 p.m., Saturday 10:00 a.m. to 3:00 p.m. and Sunday 4:00 p.m. to 9:00 p.m. Occasional shifts were held earlier in the day to help ascertain the status of numbers not answered during regular shifts and to cover appointments. The basic sample began with over 6,000 telephone numbers, of which almost 4,000 were residential. See Chapter 1 for details of the results of the field work, including response rates.

When an interviewer called a new number, the first step was to ascertain that it reached a residence. If so, the interviewer introduced the study, explained the purposes and sponsorship of the research, assured respondents of confidentiality and the voluntary nature of their participation, and asked whether a responsible adult would complete the screening interview. The screening interview took about 3.5 minutes on average.

If no one answered, call backs were made at different times of day, and on different days, up to a minimum of ten calls. If there still had been no household contact, interviewers waited a week or two, and then tried the number again, to reach households where people were away for short periods of time. As reported previously, very few households reached a final status of "no contact."

If the person who initially answered the phone was reluctant to be interviewed, interviewers made every effort to provide information that respondents would need to think about being interviewed, and attempted to make it possible to call back at a later time. In most cases, initially reluctant respondents were recontacted.

Once the screening interview had been completed interviewers attempted to complete the extended interview with the selected adult at the same time. Failing that, they tried to find a time when they could reach the designated respondent. Once again, a minimum of ten calls were made to the household to arrange an interview with difficult-to-reach respondents; in many cases, more than ten calls were made. Of course, if the designated extended interview respondent was different from the household interview informant, the study was reintroduced, including all necessary information about sponsorship, purposes, and confidentiality. Extended interviews took about 17.5 minutes on average. Screening and interviewing required 1.43 hours of interviewer effort per completed long interview this includes time spent reviewing feedback from supervisors and any retraining necessary.

Finally, a special challenge of this study was the desire to collect data from some respondents who did not speak English but could speak Spanish. Whenever possible, interviewers asked respondents if they would feel comfortable being interviewed in English. If they did not, and they spoke Spanish, the household was assigned to a Spanish-speaking interviewer. In all, 57 interviews were completed in Spanish.

DATA CODING AND CLEANING

Data coding and cleaning were done using a program written in CASES. Coding on the extended adult interview was performed on open-ended questions about things smokers found helpful about quit smoking information they had received, the kinds of places respondents reported avoiding because of to much tobacco smoke, and the kinds of places avoided because smoking was not permitted.

The data were cleaned after each six months of data collection. The first part of the cleaning process checked the existing data and produced a printout displaying the values of selected variables before and after cleaning. The printout from the checking process was reviewed to see if any interviews were blanked out, if the respondent selected for an interview was somehow different from the respondent who actually did the interview, and if there were any illegal or missing answers. Once a questionnaire successfully passed these checks, it was ready for the second part of the cleaning process, known as "certification." This process systematically went through each interview from start to finish, clearing out any "backed-over" values and overwriting the old data with the new, clean data. This process was done with an option that allowed us to salvage the data that existed prior to cleaning. The result of the cleaning process is a data file with correct skip patterns, with coded responses to open-ended questions, and with no wild codes.

It should be noted that open-ended questions still might contain values which some may consider erroneous. For example, is a value of 425 pounds for a person's weight a true value or is it a respondent reporting error or interviewer recording error? Users of these data should examine all open-ended variables of interest and make their own decisions.

CHAPTER 4
WEIGHTS, CALCULATING ERROR VARIANCE

Weighting

Due to the fact that the sample for the 1996 Massachusetts Adult Tobacco Survey was drawn using a complex multi-stage design, it is necessary to use sampling weights in order to properly adjust the sample to be reflective of the general population. The adjustments are necessary to account for oversampling of the five strata of particular interest, namely: Boston, Springfield, Worcester, Lawrence and Lowell, and Fall River and New Bedford.

In addition, since a modification of the Mitofsky-Waksberg method of RDD sampling was used, one in which a constant number of telephone numbers was called within each cluster, a varying number of households per cluster resulted. Although this modification eases administration of the sample, it also requires each cluster to have a weight which depends upon the proportion of households in the cluster. The base weight for household i within cluster j of stratum k was computed as follows:

$$w_{ijk} = \frac{10000}{(c_k h_{jk})}$$

where:

c_k= the number of clusters selected for primary screening within stratum k $(k=1,...,6)$

h_{jk}=the actual number of households contacted in cluster j $(j=1,...,m_k)$ of stratum k

m_k=the number of clusters within stratum k.

This weight represents the inverse of the probability of selection for each household in the sample. It is always a true inverse of the probability of selection as weights were not limited (trimmed) in any way to gain a potential variance reduction.

These base weights were adjusted for households which were found to have more than one telephone number. If this situation is discovered, since the household had a higher probability of selection, then the sample weights must be adjusted to take this into account. The multiple telephone adjustment was computed as:

$$T_{ijk} = \begin{cases} 0.5 \text{ if household had more than one telephone number} \\ 1 \text{ if household had only one telephone number} \end{cases}$$

A second adjustment made to these weights was for nonresponse. Since response rates did vary by stratum, nonresponse adjustments were applied by stratum to account for this differential nonresponse.

The appropriate nonresponse adjustments were computed as:

Household Nonresponse Adjustment

$$H_{ijk} = \frac{1}{R_k^H}$$

Where:
R^H_k = the household response rate for stratum k.

Adult Nonresponse Adjustment

$$A_{ijk} = \frac{1}{(R_k^H R_k^A)}$$

where:
R^A_k = the adult response rate for stratum k.

Therefore, the final adjusted weights were computed as:

Screener Adjusted Weight = $w^H_{ijk} = w_{ijk}\ T_{ijk}\ H_{ijk}$
Adult Adjusted Weight = $w^A_{ijk} = w_{ijk}\ T_{ijk}\ A_{ijk}$

These weights represent the probability of selection for a sample household adjusted for number of telephones and nonresponse. They are household weights. Since the file of data from screening interviews has one record for each person in the household, these weights are also person weights for the screener file. For the data from adult interviews, since one adult was randomly selected from among all eligible adults in the household, the adult household weights must be further adjusted to account for the number of adults in the household.

Final weights were computed by taking the adjusted weights and centering them around 1. This weight was computed by multiplying the adjusted weight by (n/N) where n = the overall study sample size, and N = the sum of all adjusted weights. This weight sums to the overall sample size while still reflecting basic differences in probabilities of selection and response rates..

It should be noted that this method of weight adjustment assumes that there is no differential nonresponse bias. In other words, it assumes that the group of nonrespondents is, on average, similar to the group of respondents. A general discussion of how to use these weights is included in Chapter 5.

Variance Estimation

A problem frequently encountered with the analysis of data from complex sample designs is the computation of sampling errors. Most statistical software programs do not allow for the input of a complex sample design and assume simple random sampling. This can lead to an underestimate of sampling errors and perhaps erroneous conclusions drawn from the survey. Fortunately, several approaches have been developed for computing estimates of sampling errors from complex surveys.[4]

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4. Wolter, Kirk M. (1985) Introduction to Variance Estimation. New York: John Wiley & Sons.

They include:

- Taylor linearization
- Balanced Repeated Replication (BRR)
- Jackknife procedures
- Generalized Variance Functions

The procedure selected for use with the 1996 Massachusetts Tobacco Study is the Taylor Linearization. The statistical package SUDAAN was used to compute these variances. A complete description of the SUDAAN package as well as the Taylor Linearization algorithms used can be found in the SUDAAN User's Manual.[5]

From analyses of the 1996 Massachusetts Adult Tobacco Survey, using results from SUDAAN, the following list of variables is included along with estimated design effects. The design effect is an estimate of the increase in variance due to the complexity of the sample design compared to simple random sampling.

	Estimated Design Effect
Household Interview Variables:	
age of person	2.39
education level of person	2.42
3 level smoking status	2.17
2 level smoking status	2.22
Adult Interview Variables:	
self placement on contemplation ladder	1.97
number of hours exposed to smoke at work	1.54
education level of person	2.06
support for tobacco ads in print media	2.11
number of friends that are smokers	1.92
health rating from 0 to 10	2.17
smoking helps one concentrate	1.96

The design effects presented in this chart are those for which standard errors of the estimates are inflated due to the complex nature of the sample design. As can be seen, they vary from about 2.2 for smoking status to 2.4 for education level, with the household interviews from 1.6 for hours exposed to smoke at work to 2.2 for health rating with the adult interviews. When estimating standard errors, these figures can be used as guides for estimating the extent to which standard errors based on the assumption of simple random sampling need to be inflated. These design effects are larger than normal due to sizable differences in sampling fractions due to the heavy oversampling of five strata. Design effects for within stratum analyses are much smaller, averaging about 1.30 for the household interviews, and 1.20 for the adult interviews.

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5. Shah, Babubhai V., Barnwell, Beth G., & Bieler, Gayle S. (1996) SUDAAN User's Manual, Research Triangle Park, Research Triangle Institute.

CHAPTER 5
INSTRUCTION FOR USE OF PUBLIC DATA TAPE

How and When to Use Weights

There are two distinct data files from the 1996 Massachusetts Adult Tobacco Survey; the household interview or screener file and the adult interview file. On each of these files are three different weights: the base weight, the nonresponse adjusted weight, and an overall sample size adjusted weight. Following is a discussion on the meaning of these weights and how to apply them when using the data files.

Since the data from the 1996 Massachusetts Adult Tobacco Survey came from a survey which used a complex multistage sample design, use of these data without using weights would lead to misleading results. Therefore, proper weighting of the data is critical for analyses to lead to correct interpretations.
Base weight. This weight is the inverse of the probability of selection and is the cornerstone on which all other weights are constructed. Although it is important, it should not be used in most analyses. It is included on the data files solely as a reference point for the computation of other weights.

Nonresponse adjusted weight. This is the base weight adjusted for:

- multiple telephone ownership, and
- differential survey nonresponse.

This weight has the property that it inflates the sample to population estimates. This weight should be used any time a point estimate of a population parameter is desired. For example, suppose an estimate of the number of black women who smoke in Massachusetts is needed. The nonresponse adjusted weight would be used in this instance. Likewise, the nonresponse adjusted weight would be used to estimate the number of 18-24 year olds in Springfield who smoke, or the number of people exposed to second hand smoke for more than two hours a day, or the number of Hispanics who have quit smoking within the last five years.

Overall sample size adjusted weight. This weight sums to the overall sample size across all strata. This weight should be used for any analyses that combine strata. For example, if an estimate of the percentage of women exposed to smoke at work is desired, then the overall sample size adjusted weight should be used. The advantage of sample size adjusted weights are that they accurately reflect the correct sample size in computer output. It may be a more comfortable weight for users of the data files with statistical packages such as SPSS, SAS, or others. Since the sample size adjusted weights differ from the nonresponse adjusted weights only by a constant multiple, the use of either in any type of statistical analysis will lead to comparable point estimates of parameters. On the adult interview file, there are base weights, nonresponse adjusted weights, and overall sample size adjusted weights.

User Cautions

Finally, it should be noted that users of these data files should use extreme caution for several reasons. First, the data were collected and cleaned in the CASES computer assisted telephone interviewing system. Although this produces very "clean" data, there may still be values on the data files which some may wish to consider erroneous. For example, is the value of 425 pounds for a person's weight a true value or is it a respondent reporting error or an interviewer recording error? Users of these data should examine their variables of interest and make their own determinations.

Second, use of these data files without proper use of survey weights could lead to erroneous results. A description of the weights and how to use them has been included, but users should be both familiar with using data from complex surveys and with weighting in order to ensure proper analytic results.

Third, even though weights have been properly applied, most statistical software packages do not allow for the proper input of a complex sample design for the computation of standard error. Therefore, point estimates of parameters such as means, totals, or regression coefficients may be correct but estimates of their standard errors may not. A table of estimated design effects has been included with this report to assist users in approximating correct standard errors. These design effects should be used as multiplicative factors with standard errors output from most statistical packages to produce more accurate estimated standard errors. Computer packages such as SUDAAN or SUPERCARP, which allow for the estimation of standard errors form complex sample designs, can also be used.

TABLES

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(cont'd)

ORGANIZATION OF TABLES

These tables present some of the major variables from the household screener and extended adult surveys carried out between 1993 and December or 1996. Tables with variables from the screener combine the 1993 and 1995 results. Tables of results from the adult surveys group variables by topic and are arranged so that results from 1993, 1995 and 1996 are on sequential pages. Tabs separate the tables by topic. Results are broken down by gender, age group, level of education, smoking status (when appropriate), race/ethnicity, and the five urban regions which were over-sampled The first three tables in a group are labeled "**A**" and present breakdowns within the largest group of respondents, one page for each year. The "**B**" and "**C**" tables show breakdowns either within gender or within nonsmokers. Since the sample size was considerably smaller in 1995 and 1996 than in 1993, and smokers were not oversampled in the later years, the sample of smokers is to small to yield reliable subgroup estimates. The last group of tables show results for 1995 and 1996 for questions newly initiated in 1995.

Sample Size

Many of the tables also present unweighted sample size for each subgroup examined. The sample size is the number of respondents interviewed in that category. Although the sample size estimates are the same for each variable (i.e. the number of 18 and 24 year-old female respondents is the same for items about smoking status and exposure to anti-tobacco messages), the actual sample size for different items may vary due to missing data. Population size for specific subgroups is shown in the 1993 tables. The same population estimates can be applied to the 1995 and 1996 data.

Margin of Error

Although popular polls typically cite a single margin of error for an entire survey, in fact the margin of error within a survey varies according to the particular question being asked and the size of the subgroup for which results are presented. On Tables 1A through 1C, the 95% confidence interval (i.e. the margin of error) is presented for the estimates of current smoking status statewide and in each subgroup. For example, according to the household survey in 1995, 21.7 percent of Massachusetts adults are smokers. The margin of error for this estimate is 2.3 percent. This means that one can be 95% certain that the rate of smoking for adults is between 19.4 percent and 24.0 percent. The margin of error is larger for small subgroups. Interpretations about large differences within small subgroups should be made with caution. For example the smoking prevalence among Black, Non-Hispanic repondents appears to rise from 21% in 1993 to 24% in 1995 and then dip to 16% in 1996. However, because the confidence intervals in '95 and '96 are so large, the differences between these three estimates are not statistically significant.

Smoking Prevalence from Screener

Table 1-A
Smoking Prevalence from Household Screener

	1993		1995		1996	
	Current Smokers (%) (95% C.I.)	**Unweighted Sample Size (n)**	**Current Smokers (%) (95% C.I.)**	**Unweighted Sample Size (n)**	**Current Smokers (%) (95% C.I.)**	**Unweighted Sample Size (n)**
Sex						
Male	23.6 ±2.0	10,126	21.8 ±3.1	2656	22.4±3.3	2799
Female	21.8 ±1.8	11,755	21.7 ±2.8	3031	19.3±2.6	3325
Age Category						
18 - 24	27.9 ±3.6	3,210	26.1 ±6.4	714	33.0±6.6	852
25 - 44	26.3 ±2.0	9,885	24.8 ±3.5	2513	23.2±3.3	2656
45 - 64	20.3 ±2.5	5,348	23.2 ±4.3	1482	18.4±3.7	1590
65 or Older	10.5 ±2.5	3,210	7.6 ±2.9	941	10.8±3.9	986
Race/Ethnicity						
White Non-Hispanic	23.2 ±1.5	17,889	22.0 ±2.5	4652	20.9±2.5	4849
Black Non-Hispanic	21.4 ±4.9	1,485	24.2 ±7.4	400	16.1±5.9	466
Hispanic	17.8 ±4.8	1,381	21.1 ±11.0	379	30.1±13.8	457
Asian & Other	16.3 ±5.3	1,027	14.9 ±9.2	235	15.9±7.3	328
Education Level						
Less than 12 Years	30.5 ±4.1	2,753	29.2 ±7.7	758	30.3±7.8	833
12 Years	28.5 ±2.4	7,613	30.8 ±4.4	1923	25.1±3.9	2069
13 - 15 Year	25.6 ±2.8	5,043	21.6 ±4.4	1268	24.3±4.3	1427
16 or More Years	13.3 ±2.0	5,829	12.3 ±2.9	1589	12.4±2.9	1677
Urban Region						
Boston	22.3 ±1.9	3,626	27.8 ±3.5	892	22.2±3.3	931
Springfield	29.1 ±1.9	4,312	22.6 ±3.2	917	22.3±2.7	1121
Worcester	27.0 ±1.9	3,943	25.8 ±3.2	924	26.4±3.1	983
Lawrence/Lowell	26.1 ±2.1	3,155	28.0 ±3.2	961	24.6±3.0	1037
Fall River/New Bedford	28.7 ±2.2	2,997	26.6 ±3.0	969	28.1±3.3	1053
Total Population	22.6 ±1.3	21,909	21.7 ±2.3	5688	20.7±2.3	6124

Current Smoker: Has smoked 100 cigarettes in life and now smokes every day or some days

Source: 1993 Massachusetts Tobacco Survey and 1995-1996 Massachusetts Adult Tobacco Survey

Table 1-B
Smoking Prevalence from Household Screener - Males

	1993		1995		1996	
	Current Smokers (%) (95% C.I.)	**Unweighted Sample Size (n)**	**Current Smokers (%) (95% C.I.)**	**Unweighted Sample Size (n)**	**Current Smokers (%) (95% C.I.)**	**Unweighted Sample Size (n)**
Age Category						
18 - 24	26.2 ±5.2	1,542	22.7 ± 8.1	333	35.9 ±9.2	393
25 - 44	27.2 ±3.0	4,732	24.6 ± 4.7	1207	25.5 ±4.9	1246
45 - 64	22.1 ±3.8	2,485	24.0 ± 6.2	709	19.3 ±5.4	747
65 or Older	10.3 ±3.9	1,293	7.8 ± 4.3	394	10.2 ±5.5	399
Race/Ethnicity						
White Non-Hispanic	23.7 ±2.1	8,369	22.1 ± 3.2	2204	21.4 ±3.5	2243
Black Non-Hispanic	22.5 ±7.6	647	26.1 ±11.4	166	21.2 ±10.4	193
Hispanic	19.5 ±7.7	568	17.9 ± 8.6	154	36.1 ±18.0	211
Asian & Other	23.9 ±8.9	496	16.8 ±12.9	122	30.8 ±15.7	138
Education Level						
Less than 12 Years	34.1 ±6.2	1,265	32.6 ±11.3	348	34.9 ±10.5	395
12 Years	30.9 ±3.6	3,484	33.1 ± 6.1	870	28.4 ±5.9	934
13 - 15 Years	29.0 ±4.5	2,194	18.0 ± 5.4	563	27.3 ±6.9	591
16 or More Years	11.3 ±2.7	2,893	12.6 ± 3.8	804	11.4 ±3.7	821
Urban Region						
Boston	23.3 ±2.9	1,618	29.1 ± 4.6	407	23.2 ±4.4	406
Springfield	31.9 ±2.9	1,948	27.3 ± 4.5	423	21.7 ±3.7	508
Worcester	28.2 ±2.9	1,838	26.3 ± 4.1	441	26.7 ±4.2	444
Lawrence/Lowell	26.8 ±3.1	1,492	33.3 ± 4.4	456	27.1 ±4.1	486
Fall River/New Bedford	33.1 ±3.4	1,371	32.1 ± 4.3	442	31.3 ±4.7	483
Total Population	23.6 ±2.0	10,126	21.8 ± 3.1	2656	22.4 ±3.3	2799

Source: 1993 Massachusetts Adult Tobacco Survey and 1995-1996 Massachusetts Adult Tobacco Survey

Table 1-C
Smoking Prevalence from Household Screener - Females

	1993		1995		1996	
	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)	Current Smokers (%) (95% C.I.)	Unweighted Sample Size (n)
Age						
18 - 24	29.4 ±5.2	1,667	29.2 ± 9.0	381	30.3±8.9	459
25 - 44	25.3 ±2.8	5,151	25.0 ± 4.4	1306	21.2±4.1	1410
45 - 64	18.7 ±3.4	2,862	22.4 ± 5.4	773	17.5±4.6	843
65 or Older	10.7 ±3.2	1,917	7.4 ± 3.9	547	11.2±5.5	587
Race/Ethnicity						
White Non-Hispanic	22.8 ±2.0	9,510	21.9 ± 3.0	2447	20.4±2.9	2606
Black Non-Hispanic	20.5 ±6.4	837	23.3 ± 8.4	234	12.4±5.2	273
Hispanic	16.8 ±6.1	813	22.8 ±14.9	225	23.2±13.1	246
Asian & Other	8.7 ±5.7	531	12.5 ±11.9	113	6.6±4.7	190
Education Level						
Less than 12 Years	26.9 ±5.3	1,486	26.8 ± 9.7	409	25.2±9.0	438
12 Years	26.4 ±3.2	4,126	28.9 ± 5.3	1053	22.5±5.1	1135
13 - 15 Years	23.0 ±3,6	2,848	24.8 ± 6.2	705	22.0±5.2	836
16 or More Years	15.3 ±3.1	2,930	11.9 ± 3.8	785	13.4±3.9	856
Urban Region						
Boston	21.4 ±2,5	1,999	26.8 ± 4.5	485	21.4±3.9	525
Springfield	26.7 ±2.5	2,361	18.5 ± 3.5	494	22.7±3.6	613
Worcester	26.0 ±2.6	2,101	25.3 ± 4.1	483	26.0±3.9	539
Lawrence/Lowell	25.5 ±2.9	1,661	23.2 ± 3.8	505	22.5±3.6	551
Fall River/New Bedford	25.0 ±2.9	1,621	22.1 ± 3.5	526	25.3±3.7	570
Total	21.8 ±1.8	11,755	21.7 ± 2.8	3031	19.3±2.6	3325

Source: 1993 Massachusetts Adult Tobacco Survey and 1995-1996 Massachusetts Adult Tobacco Survey

Smoking Status from Adult Interview

1993 Table 2-A
Detailed Smoking Status from Adult Interview

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Very Recent Quitters (%)	Recent Quitters (%)	Remote Quitters (%)	Never Smokers (%)	Population Size (N)	Sample Size (n)
Sex								
Male	20.0	4.3	2.2	8.4	23.2	41.9	2,030,429	2,142
Female	18.2	4.0	3.0	11.8	17.9	45.2	2,326,715	2,591
Age Category								
18 - 24	23.6	4.3	1.0	3.0	1.2	66.9	509,786	630
25 - 44	23.6	5.0	2.5	10.3	13.7	45.0	2,135,000	2,348
45 - 64	15.2	3.3	4.0	12.5	30.7	34.3	1,150,286	1,043
65 or Older	8.6	1.9	1.9	13.8	41.2	32.5	562,072	581
Race/Ethnicity								
White Non-Hispanic	19.5	4.2	2.6	10.0	22.2	41.5	3,877,858	3,255
Black Non-Hispanic	16.8	2.3	6.0	15.7	9.9	49.4	183,000	506
Hispanic	14.9	7.6	0.3	11.4	10.4	55.5	130,714	474
Asian & Other	15.5	1.1	2.3	8.1	2.7	70.3	165,572	268
Education Level								
Less than 12 Years	29.0	5.8	2.3	12.5	14.1	36.3	344,214	713
12 Years	28.4	3.6	2.9	11.8	18.5	34.8	1,320,215	1,564
13 - 15 Years	21.4	4.7	2.7	12.7	15.5	42.9	1,032,643	1,153
16 or More Years	7.9	3.5	2.5	7.1	26.7	52.3	1,660,072	1,173
Urban Region								
Boston	18.8	7.2	2.3	9.7	11.0	51.0	433,598	809
Springfield	27.5	5.6	3.6	10.0	16.5	37.0	107,359	761
Worcester	25.3	3.1	2.8	11.9	17.2	39.7	123,216	748
Lawrence/Lowell	24.9	3.8	1.5	8.3	14.6	46.9	116,244	629
Fall River/New Bedford	28.2	3.7	2.7	9.7	13.0	42.8	135,556	899
Total Population	43.6	4.1	2.6	10.2	20.4	43.6	4,357,144	4,733

Current Daily Smoker: Has smoked 100 cigarettes in life and now smokes every day
Current Occasional Smoker: Has smoked 100 cigarettes in life and now smokes on some days
Very Recent Quitter: Has smoked 100 cigarettes in life, does not smoke at all now, and quit smoking within last 12 months
Recent Quitter: Has smoked 100 cigarettes in life, does not smoke at all now, and quit smoking more than 12 months ago, but within last 5 years
Remote Quitter: Has smoked 100 cigarettes in life, does not smoke at all new, and quit smoking more than 5 years ago
Never Smoker: Has not smoked 100 cigarettes in life

Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 2-A
Detailed Smoking Status from Adult Interview*

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)
Sex					
Male	16.8	3.9	36.9	42.3	1022
Female	14.9	3.9	30.9	50.2	1334
Age Category					
18 - 24	21.0	5.0	3.7	70.3	218
25 - 44	17.4	3.2	27.0	52.4	1095
45 - 64	17.2	5.2	45.6	32.0	598
65 or Older	3.6	3.0	56.6	36.9	438
Race/Ethnicity					
White Non-Hispanic	14.6	4.1	36.8	44.5	1847
Black Non-Hispanic	16.6	4.4	15.3	63.7	160
Hispanic	11.8	3.1	17.3	67.8	167
Asian & Other	21.6	1.2	12.8	64.4	71
Education Level					
Less than 12 Years	27.1	.7	44.9	27.3	298
12 Years	24.4	4.3	30.0	40.7	748
13 - 15 Years	15.4	5.3	35.5	43.7	566
16 or More Years	6.2	3.5	32.8	57.5	707
Urban Region					
Boston	20.0	7.1	25.5	47.5	376
Springfield	16.6	2.2	32.5	48.7	389
Worcester	20.0	4.5	26.2	49.3	426
Lawrence/Lowell	22.5	3.2	29.5	44.7	370
Fall River/New Bedford	25.2	2.6	29.2	43.0	385
Total	15.7 ±3.0	3.9 ±1.5	33.6 ±3.9	46.7 ±3.9	2356

Current Daily Smoker: Has smoked 100 cigarettes in life and now smokes every day
Current Occasional Smoker: Has smoked 100 cigarettes in life and now smokes on some days
Former Smokers: Has smoked 100 cigarettes in life, does not smoke at all now
Never Smoker: Has not smoked 100 cigarettes in life

* Fewer distinctions were made in 1995 survey.
Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 2-A
Detailed Smoking Status from Adult Interview

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)
Sex					
Male	15.7	6.1	34.9	43.3	1064
Female	13.9	3.5	30.5	52.2	1509
Age Category					
18 - 24	21.7	12.5	2.5	63.6	299
25 - 44	17.6	5.7	24.7	52.1	1158
45 - 64	10.4	1.9	47.4	40.3	643
65 or Older	9.9	1.0	51.3	37.9	463
Race/Ethnicity					
White Non-Hispanic	15.1	3.5	34.8	46.5	2031
Black Non-Hispanic	13.2	3.5	29.3	54.0	194
Hispanic	17.2	17.1	17.4	48.3	196
Asian & Other	5.2	16.0	10.0	68.9	78
Education Level					
Less than 12 Years	29.3	2.0	27.8	40.9	313
12 Years	21.3	6.0	33.0	39.8	830
13 - 15 Years	16.7	5.4	26.7	51.2	658
16 or More Years	6.0	3.7	37.0	53.2	747
Urban Region					
Boston	18.7	5.0	25.9	50.4	389
Springfield	17.2	4.3	26.1	52.4	477
Worcester	22.5	4.2	29.5	43.8	442
Lawrence/Lowell	19.4	4.4	26.6	49.7	418
Fall River/New Bedford	24.9	3.7	31.3	40.1	421
Total Population	14.7±2.7	4.7±1.9	32.5±4.1	48.1±4.3	2573

Current Daily Smoker: Has smoked 100 cigarettes in life and now smokes every day
Current Occasional Smoker: Has smoked 100 cigarettes in life and now smokes on some days
Former Smokers: Has smoked 100 cigarettes in life, does not smoke at all now
Never Smoker: Has not smoked 100 cigarettes in life

Source: 1996 Massachusetts Adult Tobacco Survey

1993 Table 2-B
Detailed Smoking Status from Adult Interview - Males

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Very Recent Quitters (%)	Recent Quitters (%)	Remote Quitters (%)	Never Smokers (%)	Population Size (N)	Sample Size (n)
Age Category								
18 - 24	18.8	4.6	1.0	3.8	0.4	71.3	253,804	287
25 - 44	25.6	4.5	2.2	8.3	13.7	45.6	1,045,671	1,105
45 - 64	14.1	5.8	2.6	11.5	39.7	26.3	485,273	504
65 or Older	10.3	0.1	2.1	7.9	55.5	24.2	245,682	222
Race/Ethnicity								
White Non-Hispanic	20.0	4.3	1.9	8.7	25.2	39.9	1,788,808	1,483
Black Non-Hispanic	25.0	2.4	11.7	5.0	14.8	41.1	87,308	209
Hispanic	17.7	13.5	0.0	14.5	25.6	28.7	50,761	188
Asian & Other	16.4	1.3	2.1	2.3	2.8	75.1	103,552	141
Education Level								
Less than 12 Years	31.8	5.4	2.6	11.2	14.6	34.3	166,495	315
12 Years	30.0	3.7	1.9	9.8	20.3	34.2	637,555	686
13 - 15 Years	28.9	5.1	0.6	8.3	13.1	44.0	410,147	473
16 or More Years	5.4	4.0	3.4	7.3	32.9	46.9	816,232	602
Urban Region								
Boston	18.6	7.9	1.5	8.5	14	49.5	193,954	370
Springfield	27.8	7.4	3.8	12.0	15.7	33.3	50,509	319
Worcester	27.8	2.8	2.4	11.7	16.4	38.8	60,055	347
Lawrence/Lowell	22.6	3.3	2.1	8.4	16.7	46.7	60,055	289
Fall River/New Bedford	31.7	3.9	3.2	10.8	16.8	33.6	64,197	416
Total Population	20.0	4.3	2.2	8.4	23.2	41.9	2,030,429	2,142

Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 2-B
Detailed Smoking Status from Adult Interview* - Males

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)
Age Category					
18 - 24	31.4	3.4	4.8	60.3	95
25 - 44	13.6	4.0	25.7	56.7	504
45 - 64	21.0	4.7	51.7	22.6	273
65 or Older	2.8	3.1	80.3	13.7	149
Race/Ethnicity					
White Non-Hispanic	14.6	3.9	40.8	38.9	819
Black Non-Hispanic	19.9		38.8	34.1	54
Hispanic	6.1	4.3	23.3	23.3	57
Asian & Other	24.4	.8	14.8	14.8	36
Education Level					
Less than 12 Years	30.7	.4	57.2	11.7	121
12 Years	28.3	5.1	34.9	31.7	304
13 - 15 Years	15.2	4.8	37.8	42.3	239
16 or More Years	8.4	3.5	34.1	54.0	342
Urban Region					
Boston	19.4	7.6	31.7	41.3	169
Springfield	22.1	2.6	38.8	36.5	165
Worcester	22.3	4.2	29.7	43.8	195
Lawrence/Lowell	29.8	2.5	33.7	34.0	161
Fall River/New Bedford	30.2	1.3	39.5	29.0	155
Total	16.8 ±4.8	4.0 ±2.4	36.9 ±5.9	42.3 ±6.1	1022

* Fewer distinctions were made in 1995 survey.
Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 2-B
Detailed Smoking Status from Adult Interview - Males

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N) (%)
Age Category					
18 - 24	23.9	17.1	3.1	55.9	114
25 - 44	19.9	7.6	19.5	53.1	502
45 - 64	8.6	2.0	53.4	36.0	287
65 or Older	11.2	.4	69.0	19.5	157
Race/Ethnicity					
White Non-Hispanic	15.2	3.3	38.3	43.2	858
Black Non-Hispanic	26.7	2.5	13.6	57.2	59
Hispanic	18.2	27.7	24.1	30.1	75
Asian & Other	11.1	38.1	21.7	29.2	35
Education Level					
Less than 12 Years	31.2	2.5	29.9	36.4	130
12 Years	21.4	10.5	34.3	33.8	343
13 - 15 Years	22.4	6.4	26.6	44.6	257
16 or More Years	4.6	3.3	41.4	50.8	323
Urban Region					
Boston	22.1	3.8	30.8	43.3	156
Springfield	15.6	4.7	32.1	47.6	194
Worcester	23.0	5.6	33.7	37.8	181
Lawrence/Lowell	20.2	5.9	32.9	41.0	173
Fall River/New Bedford	28.4	3.8	37.2	30.7	170
Total Population	15.7±3.9	6.1±3.6	34.9±5.9	43.3±6.5	1064

Source: 1996 Massachusetts Adult Tobacco Survey

1993 Table 2-C
Detailed Smoking Status from Adult Interview - Females

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Very Recent Quitters (%)	Recent Quitters (%)	Remote Quitters (%)	Never Smokers (%)	Population Size (N)	Sample Size (n)
Age Category								
18 - 24	28.5	3.9	1.1	2.1	2.0	62.5	258,265	343
25 - 44	21.5	5.5	2.7	12.3	13.7	44.4	1,079,596	1,243
45 - 64	16.0	1.4	5.1	13.3	23.8	40.3	670,094	539
65 or Older	7.2	3.5	1.8	18.8	29.3	39.4	318,760	359
Race/Ethnicity								
White Non-Hispanic	19.0	4.1	3.2	11.1	19.7	42.9	2,091,717	1,772
Black Non-Hispanic	9.3	2.2	0.7	25.6	5.4	56.9	93,069	297
Hispanic	13.1	3.9	0.5	9.4	0.9	72.3	79,108	286
Asian & Other	13.9	0.9	2.7	17.5	2.5	62.5	62,821	127
Education Level								
Less than 12 Years	26.3	6.2	2.0	13.8	13.6	38.1	179,157	398
12 Years	26.9	3.6	3.8	13.7	16.9	35.2	684,054	878
13 - 15 Years	16.4	4.5	4.2	15.7	17.0	42.3	621,233	680
16 or More Years	10.2	3.0	1.7	6.9	20.7	57.5	842,271	571
Urban Region								
Boston	18.9	6.6	3.0	10.8	8.5	52.2	237,325	439
Springfield	27.2	3.8	3.4	8.1	17.1	40.4	55,841	442
Worcester	22.9	3.4	3.2	12.0	18.0	40.5	65,148	401
Lawrence/Lowell	27.1	4.2	0.9	8.2	12.5	47.1	58,168	340
Fall River/New Bedford	25.3	3.5	2.2	8.7	9.7	50.6	72,128	483
Total Population	45.2	4.0	3.0	11.8	17.9	45.2	2,326,715	2,591

Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 2-C
Detailed Smoking Status from Adult Interview* - Females

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)
Age Category					
18 - 24	8.5	6.9	3.2	82.3	123
25 - 44	20.4	2.6	28.0	49.0	591
45 - 64	14.3	5.6	41.1	39.1	325
65 or Older	4.1	2.9	39.5	53.5	289
Race/Ethnicity					
White Non-Hispanic	14.7	4.2	33.7	47.4	1028
Black Non-Hispanic	15.6	5.7	8.0	70.6	106
Hispanic	15.0	2.4	13.9	68.7	110
Asian & Other	14.8	1.9	8.1	75.2	35
Education Level					
Less than 12 Years	24.5	.9	35.8	38.8	177
12 Years	21.9	3.8	27.8	46.4	444
13 - 15 Years	15.6	5.8	33.6	45.0	327
16 or More Years	4.0	3.5	31.6	60.9	365
Urban Region					
Boston	20.5	6.6	20.0	52.9	207
Springfield	12.2	1.9	27.5	58.3	224
Worcester	17.8	4.8	23.1	54.3	231
Lawrence/Lowell	16.6	3.8	26.2	53.3	209
Fall River/New Bedford	21.7	3.5	22.1	52.8	230
Total	14.9 ±3.9	3.9 ±1.9	30.9 ±5.2	50.2 ±5.2	1334

* Fewer distinctions were made in 1995 survey.
Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 2-C
Detailed Smoking Status from Adult Interview - Females

	Current Daily Smokers (%)	Current Occasional Smokers (%)	Former Smokers (%)	Never Smokers (%)	Unweighted Sample Size (N)
Age Category					
18 - 24	19.9	8.6	1.9	69.6	185
25 - 44	15.5	3.9	29.4	51.1	656
45 - 64	11.8	1.8	42.5	43.8	356
65 or Older	8.7	1.5	36.4	53.4	306
Race/Ethnicity					
White Non-Hispanic	15.0	3.8	32.0	49.3	1173
Black Non-Hispanic	7.0	4.0	36.5	52.5	135
Hispanic	15.7	.5	7.0	76.7	121
Asian & Other	1.2	1.0	2.2	95.6	43
Education Level					
Less than 12 Years	27.4	1.5	25.7	45.5	183
12 Years	21.1	2.2	31.9	44.8	487
13 - 15 Years	12.1	4.6	26.7	56.6	401
16 or More Years	7.3	4.1	33.1	55.5	424
Urban Region					
Boston	16.2	5.9	22.4	55.5	233
Springfield	18.4	4.0	21.6	56.0	283
Worcester	22.1	3.1	26.3	48.6	261
Lawrence/Lowell	18.7	3.3	21.7	56.3	245
Fall River/New Bedford	22.3	3.6	27.1	47.1	251
Total Population	13.9±3.5	3.5±1.8	30.5±5.3	52.2±5.5	1509

Source: 1996 Massachusetts Adult Tobacco Survey

Characteristics of Current Smokers

1993 Table 3-A
Characteristics of Current Smokers from Adult Interview

	Age When Started Smoking (Mean)	Number of Cigarettes Smoked per Day (Mean)	"Social" [a] Smokers (%)	Score on Contemplation Ladder (Mean)[b]	Planning to Quit in Next 30 Days (%)	Quit for One Day or More in Past Year (%)	Sample Size (N)	Population Size (N)
Sex								
Male	16.5	21.6	13.6	4.7	31.3	45.7	803	490,311
Female	16.8	18.0	24.9	4.3	24.6	41.3	855	508,993
Age Category								
18 - 24	15.7	14.1	28.2	4.3	18.7	35.7	238	137,526
25 - 44	16.4	20.8	16.4	4.4	27.3	44.0	920	582,349
45 - 64	16.9	22.4	18.8	5.1	30.3	50.6	361	205,951
65 or Older	20.0	15.0	24.9	3.9	50.2	36.2	101	56,161
Race/Ethnicity								
White Non-Hispanic	16.8	20.2	18.5	4.5	27.7	43.4	1253	877,967
Black Non-Hispanic	14.6	15.1	13.3	4.3	24.8	53.2	130	33,504
Hispanic	17.5	12.4	36.2	4.2	60.9	46.3	127	28,250
Asian & Other	15.1	21.9	30.9	4.6	13.6	33.5	81	26,617
Education Level								
Less than 12 Years	16.2	20.7	28.1	4.2	40.3	51.0	271	114,538
12 Years	16.1	22.0	18.4	4.4	22.6	40.5	628	412,781
13 - 15 Years	17.0	19.8	16.7	4.3	29.2	38.7	429	260,206
16 or More Years	17.5	14.4	19.4	5.2	29.5	52.3	280	184,082
Urban Region								
Boston	16.4	14.3	26.1	5.1	34.2	50.5	251	112,174
Springfield	16.2	18.4	20.1	4.0	25.1	46.2	263	35,385
Worcester	16.2	20.4	19.0	3.9	23.7	40.1	296	34,940
Lawrence/Lowell	16.3	19.8	17.0	4.4	28.7	40.0	247	33,019
Fall River/New Bedford	16.1	22.0	21.9	4.1	26.7	40.0	327	43,101
Total Population	16.7	18.4	19.4	4.5	27.8	43.4	1658	999,304

[a] Social Smoker: Smokes more when with others than when alone
[b] Contemplation Ladder: 0 = No thoughts of quitting; 10 = Taking action to quit.

Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 3-A
Characteristics of Current Smokers from Adult Interview

	Age When Started Smoking (Mean)	Number of Cigarettes Smoked per Day (Mean)	"Social" [a] Smokers (%)	Score on Contemplation Ladder (Mean)[b]	Planning to Quit in Next 30 Days (%)	Quit for One Day or More in Past Year (%)	Unweighted Sample Size (N)
Sex							
Male	17.7	16.6	13.9	4.0	19.7	52.4	260
Female	17.6	13.5	33.3	4.4	23.5	42.6	284
Age Category							
18 - 24	16.6	11.2	18.9	3.2	9.9	48.3	55
25 - 44	17.3	14.6	26.4	4.5	23.4	49.0	296
45 - 64	18.1	17.9	21.9	4.1	22.3	43.0	145
65 or Older	21.2	13.3	32.2	4.9	37.4	53.0	46
Race/Ethnicity							
White Non-Hispanic	16.9	15.7	22.1	3.9	17.3	40.8	436
Black Non-Hispanic	18.1	9.3	43.0	5.7	50.6	70.3	36
Hispanic	17.0	8.5	29.5	5.2	63.6	46.0	33
Asian & Other	19.4	8.3	1.7	2.7	3.3	75.9	9
Education Level							
Less than 12 Years	15.8	16.3	18.9	3.4	34.8	44.5	81
12 Years	17.2	17.0	25.0	3.5	15.7	39.5	224
13 - 15 Years	18.7	15.6	18.7	5.2	19.2	49.6	142
16 or More Years	17.7	9.5	22.6	4.7	21.8	58.0	88
Urban Region							
Boston	18.1	14.8	22.1	4.9	32.0	45.0	95
Springfield	17.0	20.7	21.9	4.6	38.5	42.0	75
Worcester	16.3	17.5	29.3	5.2	31.5	38.7	99
Lawrence/Lowell	17.3	19.2	15.2	4.3	31.4	46.8	95
Fall River/New Bedford	15.9	19.1	21.7	3.6	24.5	38.2	108
Total Population	17.6	15.0	24.0	4.2	21.7	47.2	544

[a] Social Smoker: Smokes more when with others than when alone
[b] Contemplation Ladder: 0 = No thoughts of quitting; 10 = Taking action to quit.

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 3-A
Characteristics of Current Smokers from Adult Interview

	Age When Started Smoking (Mean)	Number of Cigarettes Smoked per Day (Mean)	"Social" [a] Smokers (%)	Score on Contemplation Ladder (Mean)[b]	Planning to Quit in Next 30 Days (%)	Quit for One Day or More in Past Year (%)	Unweighted Sample Size (N)
Sex							
Male	16.2	15.4	16.3	4.6	47.1	48.1	264
Female	17.4	16.1	32.2	5.0	28.5	47.5	332
Age Category							
18 - 24	16.7	14.4	36.1	4.7	33.5	36.0	88
25 - 44	16.3	14.2	23.8	5.1	40.5	57.8	317
45 - 64	18.3	20.5	16.8	4.8	40.3	48.9	141
65 or Older	16.4	17.2	3.4	3.1	34.3	23.1	49
Race/Ethnicity							
White Non-Hispanic	16.8	17.4	23.6	4.9	34.1	47.2	483
Black Non-Hispanic	16.8	10.5	29.4	4.4	33.0	46.4	40
Hispanic	17.0	8.4	39.4	5.0	53.8	39.9	39
Asian & Other	17.3	4.0	8.9	3.3	86.1	76.9	15
Education Level							
Less than 12 Years	16.0	17.5	13.9	3.4	29.0	61.9	92
12 Years	16.7	17.0	24.5	5.1	49.7	49.5	228
13 - 15 Years	16.9	15.7	19.1	4.7	30.7	41.2	174
16 or More Years	17.3	11.9	36.1	5.1	31.0	47.9	97
Urban Region							
Boston	15.8	13.6	26.0	4.5	39.8	44.5	86
Springfield	17.4	15.2	28.4	5.5	35.5	50.8	105
Worcester	17.5	17.7	26.4	4.5	27.1	46.1	114
Lawrence/Lowell	16.3	17.5	25.9	5.1	41.4	49.3	96
Fall River/New Bedford	16.8	18.1	22.0	5.0	35.5	45.0	119
Total Population	16.7	15.7	23.8	4.8	38.2	47.8	596

[a] Social Smoker: Smokes more when with others than when alone
[b] Contemplation Ladder: 0 = No thoughts of quitting; 10 = Taking action to quit.

Source: 1996 Massachusetts Adult Tobacco Survey

Quitting Status of Former Smokers

1993 Table 4-A
Quitting Status Among All Former Smokers

	Time Since Last Cigarette *					
	Less Than 1 Year (%)	1 to 2 Years (%)	3 to 5 Years (%)	6 to 10 Years (%)	More than 10 Years (%)	Population Size (N)
Sex						
Male	3.8	10.5	13.5	12.6	59.6	683,767
Female	5.5	10.4	17.2	15.8	51.0	751,395
Age Category						
18 - 24	20.6	51.6	19.8	7.9	0	25,656
25 - 44	4.3	14.2	26.8	16.0	38.7	538,139
45 - 64	7.0	7.6	10.6	11.0	63.8	525,965
65 or Older	0.1	6.3	5.3	18.0	70.2	304,237
Race/Ethnicity						
White Non-Hispanic	4.8	10.8	14.2	14.4	55.9	1,292,725
Black Non-Hispanic	0.9	4.7	3.9	22.9	67.5	55,491
Hispanic	0.0	11.2	33.7	6.6	48.5	27,680
Asian & Other	17.9	2.1	55.9	14.7	9.5	21,046
Education Level						
Less than 12 Years	4.3	9.8	17.7	25.7	42.4	95,075
12 Years	4.2	13.6	16.0	16.5	49.8	428,485
13 - 15 Years	6.8	9.5	18.2	10.8	54.7	308,192
16 or More Years	4.2	8.8	12.9	12.9	61.1	586,834
Urban Region						
Boston	7.5	14.5	19.5	27.3	31.1	99,665
Springfield	6.3	12.6	11.7	19.3	50.2	32,127
Worcester	4.3	12.1	20.8	18.8	44.1	39,220
Lawrence/Lowell	2.0	12.8	17.6	21.5	46.1	28,225
Fall River/New Bedford	4.0	21.6	17.2	16.8	40.5	34,196
Total Population	4.7	10.5	15.5	14.3	55.0	1,435,162

* Question wording changed in 1995

Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 4-A
Quitting Status Among All Former Smokers

	Time Since Last Cigarette				
	Less Than 1 Year (%)	1 to 2 Years (%)	2 to 5 Years (%)	More than 5 Years (%)	Unweighted Sample Size (N)
Sex					
Male	4.9	1.4	7.6	86.1	368
Female	6.7	6.2	14.4	72.7	345
Age Category					
18 - 24	14.6	15.5	9.5	60.4	16
25 - 44	12.2	8.2	15.1	64.5	250
45 - 64	2.6	.6	13.2	83.6	255
65 or Older	.9	1.6	2.1	95.3	190
Race/Ethnicity					
White Non-Hispanic	6.1	4.0	10.9	79.0	612
Black Non-Hispanic	20.1	1.1	18.7	60.1	30
Hispanic	1.7	1.5	8.8	88.0	30
Asian & Other		3.5	38.4	58.0	10
Education Level					
Less than 12 Years	9.2	.5	9.7	80.5	92
12 Years	2.8	2.3	19.4	75.5	224
13 - 15 Years	7.4	1.7	10.7	80.1	171
16 or More Years	6.0	5.9	5.5	82.5	218
Urban Region					
Boston	4.9	9.2	16.1	69.8	98
Springfield	10.0	6.0	8.5	75.6	132
Worcester	9.4	8.1	14.6	67.9	113
Lawrence/Lowell	11.3	2.5	13.2	72.9	104
Fall River/New Bedford	9.1	2.9	13.9	74.1	116
Total Population	5.8	3.8	11.0	79.4	713

Source: 1995 Massachusetts Adult Tobacco Survey

Reactions to Environmental Tobacco Smoke

1996 Table 4-A
Quitting Status Among All Former Smokers

	Time Since Last Cigarette				
	Less Than 1 Year (%)	1 to 2 Years (%)	3 to 5 Years (%)	More Than 5 Years (%)	Unweighted Sample Size (N)
Sex					
Male	7.6	5.2	10.2	77.0	377
Female	9.8	3.0	12.8	74.3	409
Age Category					
18 - 24	39.1	14.1	34.4	12.5	28
25 - 44	16.0	6.2	24.6	53.3	289
45 - 64	5.8	4.2	8.0	82.0	254
65 or Older	3.8	.7	.8	94.7	212
Race/Ethnicity					
White Non-Hispanic	9.1	3.9	11.1	75.9	681
Black Non-Hispanic	5.0	3.1	4.5	87.4	40
Hispanic	8.9	16.3	58.7	16.1	33
Asian & Other	4.5	2.2	9.8	84.7	12
Education Level					
Less than 12 Years	14.2	14.1	5.4	66.3	99
12 Years	7.5	6.3	12.1	74.1	257
13 - 15 Years	10.3	2.3	15.2	72.2	177
16 or More Years	8.0	2.2	10.3	79.6	247
Urban Region					
Boston	9.9	4.9	7.2	77.9	109
Springfield	11.3	5.5	9.6	73.6	132
Worcester	8.3	5.8	14.0	71.9	139
Lawrence/Lowell	10.2	5.0	16.8	68.1	120
Fall River/New Bedford	6.3	8.1	13.8	71.8	134
Total Population	8.7	4.1	11.6	75.6	786

Source: 1996 Massachusetts Tobacco Survey - Adult

1993 Table 5-A
Reactions to Environmental Tobacco Smoke

	Bothered by Others' Smoke (%)	Visitor Smoking Ban at Home (%)	Family Smoking Ban at Home (%)*	Average Hours / Week of ETS Exposure at Home	Worksite Indoor Smoking Ban (%)	Average Hours / Week of ETS Exposure at Work	Believe ETS can Cause Lung Cancer (%)**	Complained about Unauthorized Smoking (%)	Lived in Smoke Free Household (%)***	Population Size (N)
Sex										
Male	64.7	42.3	27.5	4.2	48.4	6.0	83.2	16.0	39.9	2,032,538
Female	72.2	43.0	30.3	4.7	57.3	3.2	87.0	20.0	41.5	2,324,607
Age Category										
18 - 24	66.2	40.9	31.8	6.9	51.7	5.0	93.1	15.9	35.3	495,071
25 - 44	71.2	46.5	31.5	5.0	55.9	4.4	87.2	19.6	45.3	2,060,170
45 - 64	68.3	35.1	26.7	3.8	48.1	5.3	80.0	18.1	36.1	1,113,835
65 or Older	57.9	39.5	11.9	2.6	33.7	1.3	82.4	10.1	38.2	545,224
Race/Ethnicity										
White Non-Hispanic	68.8	41.6	27.1	4.4	53.2	4.4	84.8	17.3	39.6	3,747,795
Black Non-Hispanic	68.0	46.3	22.7	5.2	53.8	5.2	84.2	19.7	44.5	175,920
Hispanic	79.2	57.2	60.3	3.5	63.4	4.6	94.1	32.1	56.2	126,827
Asian & Other	64.8	56.0	47.7	5.5	38.2	8.2	91.9	28.8	54.1	160,394
Education Level										
Less than 12 Years	54.0	39.9	16.5	9.2	36.4	9.3	82.9	18.9	33.9	338,158
12 Years	58.9	31.0	22.6	7.7	39.9	7.6	81.8	16.9	28.6	1,292,765
13 - 15 Years	67.2	37.1	35.7	3.6	52.8	4.6	83.8	18.1	34.7	1,009,660
16 or More Years	80.9	55.4	34.6	1.5	63.6	1.9	90.3	18.7	54.4	1,621,226
Smoking Status										
Not a Current Smoker Current	78.1	50.6	40.3	1.9	57.0	3.3	90.5	22.0	49.1	3,357,840
Smoker	37.2	15.8	20.9	13.2	40.0	9.0	67.7	5.3	12.5	999,304
Urban Region										
Boston	64.6	44.8	28.2	5.1	58.5	3.7	86.3	21.5	42.9	433,598
Springfield	60.6	37.4	21.1	7.4	46.6	7.0	80.4	17.7	35.7	107,359
Worcester	59.6	35.9	25.0	7.7	43.7	5.6	80.0	16.7	34.1	123,216
Lawrence/Lowell	66.3	37.7	20.8	5.2	44.9	4.8	83.0	18.3	36.5	116,244
Fall River/New Bedford	58.2	29.5	20.5	8.5	43.1	7.7	82.2	17.0	27.5	135,556
Total Population	68.7	42.7	28.9	4.6	53.0	4.6	85.3	18.2	40.7	4,357,144

* Include only households with more than 1 person and at least one smoker

** This column is revised to be consistent with the 1995 and 1996 tables which include "don't know" in the denominator.

*** No indoor smoking permitted.

Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 5-A
Reactions to Environmental Tobacco Smoke

	Bothered by Others' Smoke (%)	Visitor Smoking Ban at Home (%)	Family Smoking Ban at Home (%)*	Average Hours / Week of ETS Exposure at Home	Worksite Indoor Smoking Ban (%)	Average Hours / Week of ETS Exposure at Work	Believe ETS can Cause Lung Cancer (%)	Complained about Unauthorized Smoking (%)	Lived in Smoke Free Household (%)***	Unweighted Sample Size (N)
Sex										
Male	60.5	50.0	21.7	5.5	55.5	2.7	82.4	13.6	47.1	1022
Female	67.6	54.7	29.5	7.0	72.8	2.0	84.6	15.5	53.3	1334
Age Category										
18 - 24	58.2	48.0	29.2	11.7	56.6	2.9	90.1	14.7	43.9	218
25 - 44	68.2	57.1	24.3	5.5	60.1	2.5	88.7	17.0	55.6	1095
45 - 64	66.4	44.4	26.0	6.8	78.0	1.8	77.8	16.6	41.9	598
65 or Older	53.7	57.4	25.9	3.4	56.2	1.0	72.5	3.5	56.2	438
Race/Ethnicity										
White Non-Hispanic	65.5	52.2	27.0	6.4	65.9	2.2	82.7	14.0	50.6	1847
Black Non-Hispanic	73.0	63.9	35.1	3.7	62.2	0.7	88.0	11.1	50.7	160
Hispanic	73.5	70.2	31.2	1.4	74.9	0.9	96.3	12.8	69.2	167
Asian & Other	48.0	50.9	2.9	7.5	71.1	1.8	80.8	14.8	43.5	71
Education Level										
Less than 12 Years	53.0	43.3	6.4	15.4	53.8	2.9	65.5	6.8	37.9	298
12 Years	57.4	40.2	14.5	9.6	65.4	4.0	79.5	11.2	38.9	748
13 - 15 Years	64.2	53.5	24.8	7.7	51.8	3.2	84.7	13.5	50.4	566
16 or More Years	73.0	64.7	54.8	1.0	71.4	0.8	89.8	20.4	63.2	707
Smoking Status										
Not a Current Smoker	71.2	62.7	38.7	4.0	66.8	1.3	88.1	17.0	61.0	1812
Current Smoker	36.4	11.5	16.9	16.2	57.4	6.1	64.4	4.9	8.1	544
Urban Region										
Boston	61.7	49.0	24.1	5.5	64.2	2.2	83.1	15.2	43.4	376
Springfield	60.4	49.5	33.3	5.1	61.0	3.0	80.3	13.1	48.6	389
Worcester	58.8	42.1	22.7	6.4	64.3	4.2	83.7	14.3	41.6	426
Lawrence/Lowell	58.0	49.3	28.6	6.1	63.7	3.5	82.2	14.7	47.5	370
Fall River/New Bedford	56.6	35.4	19.9	9.4	55.0	4.8	78.3	12.1	33.9	385
Total Population	64.4	52.6	25.9	6.3	64.8	2.3	83.6	14.7	50.6	2356

* Includes only households with more than 1 person and at least one smoker.
*** No indoor smoking permitted.
Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 5-A
Reactions to Environmental Tobacco Smoke

	Bothered by Others' Smoke (%)	Visitor Smoking Ban at Home (%)	Family Smoking Ban at Home (%)*	Average Hours / Week of ETS Exposure at Home	Worksite Indoor Smoking Ban (%)	Average Hours / Week of ETS Exposure at Work	Believe ETS can Cause Lung Cancer (%)	Complained about Unauthorized Smoking (%)	Lived in Smoke Free Household (%)***	Unweighted Sample Size (N)
Sex										
Male	60.6	51.0	30.3	4.0	54.5	3.0	82.3	11.7	47.9	1064
Female	77.2	56.2	40.9	6.9	74.3	1.6	90.4	13.4	54.2	1509
Age Category										
18 - 24	71.4	44.4	34.9	14.9	66.8	1.9	97.6	14.9	42.1	299
25 - 44	69.1	58.9	36.7	3.3	62.8	2.5	90.7	12.7	56.5	1158
45 - 64	73.7	53.4	41.7	5.4	67.2	2.1	82.7	12.9	51.0	643
65 or Older	58.6	47.0	4.7	3.3	61.8	1.1	72.7	10.1	43.5	463
Race/Ethnicity										
White Non-Hispanic	70.0	51.7	33.1	5.1	66.7	2.3	86.8	11.9	49.0	2031
Black Non-Hispanic	76.1	58.3	21.1	2.2	67.4	1.8	71.7	9.8	53.9	194
Hispanic	74.4	66.8	48.2	4.9	57.2	4.7	96.9	17.0	65.8	196
Asian & Other	65.2	69.2	59.5	22.5	34.8	1.0	96.0	19.9	68.4	78
Education Level										
Less than 12 Years	60.5	43.5	13.9	20.4	36.9	3.8	83.9	11.9	38.2	313
12 Years	63.5	51.6	32.6	6.6	51.3	4.3	88.1	15.1	47.7	830
13 - 15 Years	71.4	50.1	38.7	5.8	65.1	1.6	86.0	10.0	48.3	658
16 or More Years	74.3	59.6	45.2	2.2	73.4	1.5	86.6	12.7	58.1	747
Smoking Status										
Not a Current Smoker	76.5	60.0	41.0	3.9	65.9	1.8	88.3	13.8	58.3	1977
Current Smoker	40.2	28.1	31.3	12.4	59.2	4.6	80.3	7.6	22.2	596
Urban Region										
Boston	66.5	53.5	36.7	4.3	64.1	2.8	85.1	13.5	49.6	389
Springfield	66.4	51.5	28.4	6.6	62.7	4.2	84.0	14.3	48.6	477
Worcester	65.6	49.4	32.6	8.2	66.5	3.4	82.4	10.8	47.4	442
Lawrence/Lowell	64.3	54.1	40.3	6.5	72.3	2.1	84.2	11.9	51.9	418
Fall River/New Bedford	62.7	36.7	21.6	10.1	56.6	3.0	82.2	13.0	34.4	421
Total Population	69.5	53.8	35.8	5.5	64.8	2.3	86.7	12.6	51.3	2573

* Household with more than 1 person and at least one smoker.
*** No indoor smoking permitted.
Source: 1995-1996 Massachusetts Adult Tobacco Survey

1993 Table 5-B
Reactions to Environmental Tobacco Smoke - Current Non-smokers

	Bothered by Others' Smoke (%)	Visitor Smoking Ban at Home (%)	Family Smoking Ban at Home* (%)	Average Hours / Week of ETS Exposure at Home	Worksite Indoor Smoking Ban (%)	Average Hours / Week of ETS Exposure at Work	Believe ETS can Cause Lung Cancer (%)**	Complained about Unauthorized Smoking (%)	Population Size (N)
Sex									
Male	74.8	50.2	34.7	1.7	54.7	4.4	87.8	19.6	1,542,227
Female	80.8	51.0	45.4	2.1	59.1	2.2	92.7	24.0	1,815,613
Age Category									
18 - 24	80.2	47.1	29.1	3.7	55.8	3.4	96.9	19.9	357,545
25 - 44	82.4	58.6	53.9	2.0	61.4	3.1	92.9	25.2	1,477,821
45 - 64	75.7	43.8	37.3	1.4	51.1	4.0	85.3	20.9	907,884
65 or Older	64.0	43.7	20.5	1.8	36.1	1.0	88.0	11.1	489,063
Race/Ethnicity									
White Non-Hispanic	78.4	49.6	38.5	1.8	57.7	3.1	90.2	21.3	2,869,828
Black Non-Hispanic	74.3	53.5	29.8	2.3	57.7	4.0	88.5	21.5	142,416
Hispanic	86.5	63.3	73.4	2.7	62.7	3.4	96.4	35.2	98,577
Asian & Other	74.7	63.5	62.3	3.0	40.9	6.1	96.1	32.9	133,777
Education Level									
Less than 12 Years	67.9	55.9	32.0	2.3	28.6	6.6	85.7	25.8	223,620
12 Years	70.9	38.6	29.7	3.2	47.1	5.9	88.5	22.9	879,984
13 - 15 Years	76.8	43.4	45.8	2.2	57.8	2.9	88.4	22.4	749,453
16 or More Years	85.4	60.8	42.0	1.0	63.3	1.8	93.9	20.2	1,437,144
Urban Region									
Boston	74.6	55.2	34.1	2.8	59.1	3.5	91.2	26.1	321,425
Springfield	71.6	50.2	29.5	3.7	51.7	4.8	87.3	22.1	71,975
Worcester	68.9	45.6	35.9	4.0	43.3	3.7	83.6	20.6	88,276
Lawrence/Lowell	75.9	46.7	26.2	3.3	45.3	3.9	88.0	21.5	83,225
Fall River/New Bedford	67.6	37.0	31.2	3.9	50.4	5.8	87.7	20.5	92,456
Total Population	78.1	90.5	40.3	1.9	57.0	3.3	90.5	22.0	3,357,840

* Household with more than 1 person and at least one smoker.

** This column is revised to be consistent with the 1995 and 1996 tables which include "don't know" in the denominator.

Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 5-B
Reactions to Environmental Tobacco Smoke - Current Non-smokers

	Bothered by Others' Smoke (%)	Visitor Smoking Ban at Home (%)	Family Smoking Ban at Home* (%)	Average Hours / Week of ETS Exposure at Home	Worksite Indoor Smoking Ban (%)	Average Hours / Week of ETS Exposure at Work	Believe ETS can Cause Lung Cancer (%)	Complained about Unauthorized Smoking (%)	Unweighted Sample Size (N)
Sex									
Male	68.5	60.6	34.4	2.6	58.2	1.7	85.6	15.7	762
Female	73.3	64.3	42.1	5.0	74.5	.9	90.2	18.0	1050
Age Category									
18 - 24	66.9	56.7	35.4	10.0	59.5	2.8	90.7	19.6	163
25 - 44	74.8	69.0	41.1	1.5	62.8	1.1	94.0	19.0	799
45 - 64	75.4	55.5	37.6	6.1	78.6	1.2	83.8	20.9	453
65 or Older	57.4	60.4	44.0	3.3	55.7	0.7	76.6	3.6	392
Race/Ethnicity									
White Non-Hispanic	71.9	61.0	39.7	4.6	67.8	1.2	88.1	16.4	1411
Black Non-Hispanic	77.7	74.0	41.9	1.4	66.2	0.5	89.5	9.7	124
Hispanic	75.1	80.9	78.3	0.7	76.6	0.7	98.2	11.5	134
Asian & Other	61.7	65.7	6.9	1.3	72.4	1.8	77.0	18.7	62
Education Level									
Less than 12 Years	61.7	55.7	10.5	16.6	48.5	0.9	68.0	3.2	217
12 Years	67.7	52.5	29.3	5.6	64.3	2.5	85.9	14.2	524
13 - 15 Years	72.9	64.6	37.0	4.5	56.4	2.2	90.5	16.0	424
16 or More Years	75.0	69.3	65.1	0.6	73.2	0.4	91.6	22.2	619
Urban Region									
Boston	70.9	59.8	39.6	1.7	68.3	1.6	88.7	17.4	281
Springfield	67.9	56.5	49.4	2.3	63.3	2.4	83.1	14.1	314
Worcester	65.1	52.8	37.8	1.9	68.6	2.5	91.2	16.3	327
Lawrence/Lowell	68.7	61.4	48.2	2.4	68.1	1.0	90.3	17.9	275
Fall River/New Bedford	67.5	44.8	26.6	4.7	59.5	3.2	85.3	14.4	338
Total Population	71.2	62.7	38.7	3.9	66.8	1.3	88.1	17.0	1812

* Household with more than 1 person and at least one smoker.

Source: 1995 Massachusetts Adult Tobacco Survey

Support for Smoking Bans

1996 Table 5-B
Reactions to Environmental Tobacco Smoke - Current Non-smokers

	Bothered by Others' Smoke (%)	Visitor Smoking Ban at Home (%)	Family Smoking Ban at Home (%)	Average Hours / Week of ETS Exposure at Home	Worksite Indoor Smoking Ban (%)	Average Hours / Week of ETS Exposure at Work	Believe ETS can Cause Lung Cancer (%)	Complained about Unauthorized Smoking (%)	Unweighted Sample Size (N)
Sex									
Male	69.9	56.6	33.3	2.4	55.0	2.9	83.0	12.2	800
Female	82.0	62.8	46.5	5.2	75.9	.8	92.5	15.1	1177
Age Category									
18 - 24	81.9	46.1	29.5	16.2	63.7	1.5	98.0	20.6	211
25 - 44	78.8	68.8	42.3	1.9	65.4	1.7	92.2	13.2	841
45 - 64	77.5	58.6	52.3	2.7	67.3	2.1	85.8	14.2	502
65 or Older	64.0	49.1	7.4	2.9	67.4	1.2	76.2	10.4	414
Race/Ethnicity									
White Non-Hispanic	76.6	58.1	40.1	3.1	68.5	1.8	88.6	13.8	1548
Black Non-Hispanic	77.6	65.3	15.7	.9	67.8	1.8	75.7	6.9	154
Hispanic	72.5	74.6	31.4	4.4	38.7	6.7	96.3	22.6	157
Asian & Other	79.1	68.9	47.2	26.6	32.3	.2	97.8	6.9	63
Education Level									
Less than 12 Years	71.1	52.6	15.2	13.9	57.5	2.3	82.1	15.1	221
12 Years	73.8	59.6	37.3	5.7	50.6	3.1	88.6	15.8	602
13 - 15 Years	78.2	55.1	40.4	3.9	62.3	1.5	90.1	11.7	484
16 or More Years	78.1	64.0	51.7	1.6	74.6	1.4	87.7	13.7	650
Urban Region									
Boston	74.4	62.6	46.4	2.1	66.3	1.9	89.2	14.5	303
Springfield	70.6	58.5	33.1	4.5	67.7	2.6	87.1	16.0	372
Worcester	73.2	59.1	42.8	2.5	69.1	2.9	87.4	10.7	328
Lawrence/Lowell	72.3	62.7	60.4	2.7	73.7	1.9	87.1	13.4	322
Fall River/New Bedford	71.7	47.1	43.1	5.4	62.2	2.2	87.3	14.9	302
Total Population	76.5	60.0	41.0	3.9	65.9	1.8	88.3	13.8	1977

Source: 1996 Massachusetts Adult Tobacco Survey

1993 Table 6-A
Support for Smoking Bans

	Smoking Ban Favored in:				Population Size (N)
	Restaurants (%)	Public Buildings (%)	Indoor Sports/ Concerts (%)	Outdoor Sports/ Concerts (%)	
Sex					
Male	45.7	43.0	52.1	20.2	2,032,538
Female	48.5	48.8	63.8	18.6	2,324,607
Age Category					
18 - 24	44.8	34.6	51.1	16.0	495,071
25 - 44	47.6	46.6	58.6	18.7	2,060,170
45 - 64	48.4	49.7	60.1	19.5	1,113,835
65 or Older	41.9	48.0	61.6	24.4	545,224
Race/Ethnicity					
White Non-Hispanic	46.7	46.0	58.0	17.9	3,747,795
Black Non-Hispanic	38.5	37.5	48.8	22.5	175,920
Hispanic	76.2	62.1	81.7	52.2	126,827
Asian & Other	47.0	40.3	54.8	28.4	160,394
Education Level					
Less than 12 Years	47.8	58.0	67.8	32.3	338,158
12 Years	37.8	41.0	55.6	18.6	1,292,765
13 - 15 Years	46.1	43.7	53.8	14.2	1,009,660
16 or More Years	55.2	49.2	61.9	20.3	1,621,226
Smoking Status					
Not a Current Smoker	55.4	52.0	65.0	23.7	3,357,840
Current Smoker	19.3	26.3	36.3	4.9	999,304
Urban Region					
Boston	40.1	43.0	58.2	19.7	433,598
Springfield	46.8	45.5	55.4	18.2	107,359
Worcester	40.8	41.1	52.9	17.5	123,216
Lawrence/Lowell	44.4	45.3	55.9	19.0	116,244
Fall River/New Bedford	44.4	45.4	54.9	16.0	135,556
Total Population	47.2	46.1	58.4	19.4	4,357,144

Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 6-A
Support for Smoking Bans

	Smoking Ban Favored in:					
	Restaurants (%)	Public Buildings (%)	Indoor Sports/ Concerts (%)	Outdoor Sports/ Concerts (%)	Shopping Malls* (%)	Unweighted Sample Size (N)
Sex						
Male	37.8	45.1	51.6	19.3	51.2	1022
Female	45.9	45.6	60.8	19.7	65.1	1334
Age Category						
18 - 24	32.2	36.6	44.0	15.3	71.4	218
25 - 44	48.3	44.0	59.9	19.1	58.6	1095
45 - 64	41.7	50.6	58.7	23.3	56.8	598
65 or Older	33.2	47.6	53.5	17.4	52.9	438
Race/Ethnicity						
White Non-Hispanic	41.1	44.8	56.5	18.0	56.9	1847
Black Non-Hispanic	36.5	39.9	68.8	24.1	62.7	160
Hispanic	60.7	74.2	66.8	41.7	84.3	167
Asian & Other	51.0	50.0	50.2	29.2	74.4	71
Education Level						
Less than 12 Years	32.6	42.5	41.1	13.5	46.4	298
12 Years	34.1	40.1	50.1	19.0	53.6	748
13 - 15 Years	40.6	48.0	60.5	18.4	67.9	566
16 or More Years	53.1	49.2	63.9	22.1	59.3	707
Smoking Status						
Not a Current Smoker	48.4	49.0	60.5	22.7	61.7	1812
Current Smoker	17.0	30.5	40.8	6.4	47.2	544
Urban Region						
Boston	37.6	41.7	55.8	19.9	58.1	376
Springfield	37.1	50.3	62.6	20.7	53.6	389
Worcester	38.9	43.5	59.7	18.6	57.4	426
Lawrence/Lowell	44.6	49.6	64.2	22.5	61.6	370
Fall River/New Bedford	41.1	43.2	54.8	15.9	44.0	385
Total Population	42.3	45.4	56.7	19.5	58.9	2356

* New question in 1995

1996 Table 6-A
Support for Smoking Bans

	Smoking Ban Favored in:					
	Restaurants (%)	Public Buildings (%)	Indoor Sports/ Concerts (%)	Outdoor Sports/ Concerts (%)	Shopping Malls* (%)	Unweighted Sample Size (N)
Sex						
Male	49.8	46.7	61.9	16.3	55.9	1064
Female	16.9	58.5	65.2	16.2	68.4	1509
Age Category						
18 - 24	36.9	49.0	60.0	12.9	67.3	299
25 - 44	42.1	55.5	60.0	13.0	60.7	1158
45 - 64	51.6	56.2	74.1	19.3	65.0	643
65 or Older	34.8	43.1	53.4	22.6	58.4	463
Race/Ethnicity						
White Non-Hispanic	42.1	51.4	63.8	15.1	61.9	2031
Black Non-Hispanic	43.6	57.6	67.2	22.6	67.7	194
Hispanic	56.8	59.2	65.5	23.0	61.4	196
Asian & Other	50.1	74.9	53.5	21.4	85.3	78
Education Level						
Less than 12 Years	35.6	47.4	50.9	16.8	56.5	313
12 Years	39.4	46.7	61.7	13.9	59.9	830
13 - 15 Years	43.2	51.4	62.3	18.1	61.5	658
16 or More Years	47.7	59.8	68.3	16.5	66.5	747
Smoking Status						
Not a Current Smoker	49.8	57.7	69.3	17.9	65.9	1977
Current Smoker	16.9	33.9	40.1	9.1	49.2	596
Urban Region						
Boston	41.4	51.6	60.3	20.4	64.3	389
Springfield	42.7	48.8	57.1	15.1	58.0	477
Worcester	35.8	44.7	53.0	15.9	58.1	442
Lawrence/Lowell	45.8	52.6	62.4	18.1	59.0	418
Fall River/New Bedford	41.6	47.1	53.8	16.1	46.7	412
Total Population	43.4	53.1	63.7	16.2	62.7	2573

Source: 1996 Massachusetts Adult Tobacco Survey

1993 Table 6-B
Support for Smoking Bans - Current Non-Smokers

	Smoking Ban Favored in:				
	Restaurants (%)	Public Buildings (%)	Indoor Sports/ Concerts (%)	Outdoor Sports/ Concerts (%)	Population Size (N)
Sex					
Male	52.7	49.4	58.2	25.4	1,542,227
Female	57.8	54.1	70.7	22.3	1,815,613
Age Category					
18 - 24	54.7	39.5	60.4	20.2	357,545
25 - 44	58.5	53.1	66.5	24.3	1,477,821
45 - 64	54.7	56.5	65.4	22.4	907,884
65 or Older	45.2	51.2	65.4	27.1	489,063
Race/Ethnicity					
White Non-Hispanic	55.6	52.4	65.1	22.2	2,869,828
Black Non-Hispanic	42.1	38.9	52.4	25.8	142,416
Hispanic	79.8	63.8	86.5	57.7	98,577
Asian & Other	52.4	44.6	57.6	33.3	133,777
Education Level					
Less than 12 Years	58.4	68.6	77.6	41.0	223,620
12 Years	47.4	49.1	65.2	26.2	879,984
13 - 15 Years	55.1	49.8	60.9	17.6	749,453
16 or More Years	59.7	52.0	65.3	22.4	1,437,144
Urban Region					
Boston	47.6	48.6	65.0	23.3	321,425
Springfield	56.6	54.0	67.7	24.3	71,975
Worcester	51.7	47.8	60.2	22.3	88,276
Lawrence/Lowell	55.6	52.5	64.3	24.8	83,225
Fall River/New Bedford	56.0	53.4	63.9	21.2	92,456
Total Population	55.4	52.0	65.0	23.7	3,357,840

Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 6-B
Support for Smoking Bans - Current Non-Smokers

	Smoking Ban Favored in:					
	Restaurants (%)	Public Buildings (%)	Indoor Sports/ Concerts (%)	Outdoor Sports/ Concerts (%)	Shopping Malls* (%)	Unweighted Sample Size (N)
Sex						
Male	43.2	50.1	55.5	22.5	54.3	762
Female	52.5	48.1	64.4	22.8	67.6	1050
Age Category						
18 - 24	38.2	44.2	54.3	20.5	78.5	163
25 - 44	54.8	46.5	62.5	22.2	60.5	799
45 - 64	50.1	56.2	64.3	27.2	61.4	453
65 or Older	35.4	47.4	53.1	18.4	53.7	392
Race/Ethnicity						
White Non-Hispanic	47.2	47.8	60.1	20.5	60.0	1411
Black Non-Hispanic	43.5	45.8	77.9	29.0	70.2	124
Hispanic	62.4	73.6	68.6	47.1	85.5	134
Asian & Other	59.8	64.0	58.2	37.0	68.8	62
Education Level						
Less than 12 Years	30.8	44.7	39.7	17.0	45.9	217
12 Years	40.5	45.1	54.9	24.2	56.0	524
13 - 15 Years	48.7	51.6	66.4	21.6	72.1	424
16 or More Years	57.0	50.8	65.8	23.3	61.8	619
Urban Region						
Boston	46.7	43.7	64.2	24.4	65.9	281
Springfield	41.3	53.9	65.1	24.1	57.5	314
Worcester	45.4	48.8	65.2	20.7	64.6	327
Lawrence/Lowell	52.6	53.8	67.6	26.0	67.2	275
Fall River/New Bedford	49.2	48.1	59.6	19.3	50.7	338
Total Population	48.4	49.0	60.5	22.7	61.7	1812

* New question in 1995
Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 6-B
Support for Smoking Bans - Current Non-Smokers

	Smoking Ban Favored in:					
	Restaurants (%)	Public Buildings (%)	Indoor Sports/ Concerts (%)	Outdoor Sports/ Concerts (%)	Shopping Malls* (%)	Unweighted Sample Size (N)
Sex						
Male	45.6	51.0	69.4	17.2	58.7	800
Female	53.1	63.2	69.3	18.5	71.7	1177
Age Category						
18 - 24	54.7	63.1	73.7	16.4	77.8	211
25 - 44	48.1	60.5	67.6	14.2	63.3	841
45 - 64	56.2	58.7	75.4	20.6	67.1	502
65 or Older	35.8	44.6	55.5	23.2	60.8	414
Race/Ethnicity						
White Non-Hispanic	48.7	56.6	68.8	17.0	65.4	1548
Black Non-Hispanic	50.3	57.6	74.0	26.3	67.0	154
Hispanic	72.8	61.7	76.8	32.2	68.3	157
Asian & Other	44.3	74.7	65.4	9.1	87.9	63
Education Level						
Less than 12 Years	37.9	54.5	51.9	16.9	65.4	221
12 Years	47.5	52.5	67.2	15.8	62.2	602
13 - 15 Years	49.7	56.0	69.5	19.6	65.8	484
16 or More Years	52.5	62.3	72.7	18.3	68.2	650
Urban Region						
Boston	50.3	55.9	65.9	25.6	69.9	303
Springfield	47.7	51.8	62.0	17.5	62.9	372
Worcester	45.9	50.9	62.6	20.8	64.4	328
Lawrence/Lowell	52.2	56.8	67.5	21.9	64.9	322
Fall River/New Bedford	48.3	53.7	57.7	19.2	54.2	302
Total Population	49.8	57.7	69.3	17.9	65.9	1977

Source: 1996 Massachusetts Adult Tobacco Survey

Support for Restrictions on Tobacco Marketing

1993 Table 7-A
Support for Restrictions on Tobacco Marketing

	Support Ban on:					
	Free Samples on Streets (%)	Sponsorship of Events (%)	Magazine Advertising (%)	Billboard Advertising (%)	Product Promotions (%)	Population Size (N)
Sex						
Male	75.9	49.4	38.6	42.9	52.6	2,032,538
Female	84.1	67.6	47.0	55.6	69.0	2,324,607
Age Category						
18 - 24	74.1	44.9	25.2	26.5	51.1	495,071
25 - 44	78.5	55.0	36.0	43.0	53.8	2,060,170
45 - 64	83.7	65.5	56.2	61.2	71.2	1,113,835
65 or Older	88.8	76.4	60.7	69.7	81.4	545,224
Race/Ethnicity						
White Non-Hispanic	80.4	58.6	43.3	49.1	60.7	3,747,795
Black Non-Hispanic	72.8	67.8	39.7	56.3	70.8	175,920
Hispanic	90.7	72.4	50.9	64.9	68.1	126,827
Asian & Other	78.1	58.7	35.5	40.1	61.4	160,394
Education Level						
Less than 12 Years	82.4	72.8	64.0	69.3	77.7	338,158
12 Years	84.2	66.2	48.0	52.5	59.7	1,292,765
13 - 15 Years	79.7	56.9	40.7	47.7	60.9	1,009,660
16 or More Years	76.7	53.0	36.8	45.4	60.9	1,621,226
Smoking Status						
Not a Current Smoker	82.7	61.9	47.0	54.2	67.9	3,357,840
Current Smoker	72.4	50.1	29.9	34.7	39.5	999,304
Urban Region						
Boston	74.5	57.8	46.0	54.4	58.8	433,598
Springfield	80.7	60.3	40.3	49.5	55.4	107,359
Worcester	78.0	58.0	45.2	51.9	56.3	123,216
Lawrence/Lowell	81.4	59.6	44.7	51.8	59.3	116,244
Fall River/New Bedford	81.3	62.2	46.5	50.4	63.0	135,556
Total Population	80.3	59.2	43.1	49.7	61.4	4,357,144

Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 7-A
Support for Restrictions on Tobacco Marketing

	Support Ban on:					
	Free Samples on Streets (%)	Sponsorship of Events (%)	Magazine Advertising (%)	Billboard Advertising (%)	Product Promotions (%)	Unweighted Sample Size (N)
Sex						
Male	77.2	46.1	31.6	46.2	47.2	1022
Female	88.3	59.5	44.5	55.6	67.7	1334
Age Category						
18 - 24	72.9	42.5	23.1	35.3	47.4	218
25 - 44	83.1	48.7	37.5	48.3	52.5	1095
45 - 64	85.1	55.3	41.5	57.8	62.3	598
65 or Older	89.4	73.8	50.9	63.0	79.5	438
Race/Ethnicity						
White Non-Hispanic	84.9	51.1	38.0	49.4	56.8	1847
Black Non-Hispanic	81.6	59.7	51.8	66.1	77.4	160
Hispanic	90.5	84.1	49.9	72.7	72.2	167
Asian & Other	72.2	55.9	36.5	49.7	65.3	71
Education Level						
Less than 12 Years	82.8	61.0	47.7	49.5	61.2	298
12 Years	80.0	57.6	37.6	48.7	57.4	748
13 - 15 Years	89.2	58.7	41.7	60.0	64.5	566
16 or More Years	83.3	45.9	35.2	49.2	55.9	707
Smoking Status						
Not a Current Smoker	87.2	57.3	41.9	54.9	64.4	1812
Current Smoker	66.8	36.9	25.0	36.4	33.2	544
Urban Region						
Boston	76.4	53.4	38.5	49.9	56.6	376
Springfield	81.8	54.9	40.9	50.6	60.8	389
Worcester	86.1	57.7	44.5	53.1	55.5	426
Lawrence/Lowell	86.8	58.3	47.0	56.9	62.7	370
Fall River/New Bedford	83.4	56.5	42.1	48.8	51.9	385
Total Population	83.3	53.3	38.7	51.4	58.4	2356

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 7-A
Support for Restrictions on Tobacco Marketing

	Support Ban on:					
	Free Samples on Streets (%)	Sponsorship of Events (%)	Magazine Advertising (%)	Billboard Advertising (%)	Product Promotions (%)	Unweighted Sample Size (N)
Sex						
Male	75.4	46.8	33.6	42.0	47.9	1064
Female	93.5	62.7	46.1	58.2	72.8	1509
Age Category						
18 - 24	86.0	41.2	33.2	37.1	56.0	299
25 - 44	86.5	55.6	34.3	48.2	53.4	1158
45 - 64	83.9	57.3	47.2	54.5	65.9	643
65 or Older	84.1	66.4	51.5	65.6	78.5	463
Race/Ethnicity						
White Non-Hispanic	84.9	53.9	38.1	49.0	58.9	2031
Black Non-Hispanic	84.1	74.0	54.8	46.7	78.7	194
Hispanic	90.1	59.4	61.5	67.7	64.6	196
Asian & Other	81.8	53.8	37.0	66.7	77.7	78
Education Level						
Less than 12 Years	86.9	58.7	60.2	57.7	82.8	313
12 Years	86.7	63.4	48.2	60.9	69.1	830
13 - 15 Years	87.1	58.4	39.0	50.9	60.7	658
16 or More Years	82.3	46.3	32.1	41.7	52.4	747
Smoking Status						
Not a Current Smoker	85.2	55.4	41.7	52.0	64.9	1977
Current Smoker	85.1	55.0	34.7	44.9	45.7	596
Urban Region						
Boston	83.9	58.3	45.3	55.4	67.4	389
Springfield	87.2	60.5	45.6	54.8	62.2	477
Worcester	84.2	59.2	47.2	52.9	60.5	442
Lawrence/Lowell	87.7	62.0	43.8	53.7	63.9	418
Fall River/New Bedford	84.7	61.3	49.3	54.6	62.1	421
Total Population	85.2	55.3	40.3	50.7	61.2	2573

Source: 1996 Massachusetts Adult Tobacco Survey

1993 Table 7-B
Support for Restrictions on Tobacco Marketing - Current Non-Smokers

	Support Ban on:					
	Free Samples on Streets (%)	Sponsorship of Events (%)	Magazine Advertising (%)	Billboard Advertising (%)	Product Promotions (%)	Population Size (N)
Sex						
Male	78.7	50.5	40.6	46.0	56.9	1,542,227
Female	86.0	71.4	52.5	61.2	77.1	1,815,613
Age Category						
18 - 24	75.7	46.6	28.7	29.7	57.1	357,545
25 - 44	81.2	57.6	39.6	47.6	61.7	1,477,821
45 - 64	86.4	67.7	60.1	64.6	75.9	907,884
65 or Older	89.5	77.7	60.8	70.2	83.4	489,063
Race/Ethnicity						
White Non-Hispanic	82.7	61.4	47.5	53.6	67.5	2,869,828
Black Non-Hispanic	76.9	72.7	40.0	60.7	75.2	142,416
Hispanic	92.5	72.0	55.0	69.4	67.0	98,577
Asian & Other	80.6	57.9	38.7	43.7	69.1	133,777
Education Level						
Less than 12 Years	90.1	80.6	77.7	84.2	91.6	223,620
12 Years	88.3	72.8	56.2	62.4	72.0	879,984
13 - 15 Years	83.5	59.5	44.4	51.4	66.8	749,453
16 or More Years	77.3	54.0	38.6	46.8	63.1	1,437,144
Urban Region						
Boston	78.7	61.1	49.5	58.8	63.9	321,425
Springfield	86.4	67.7	47.1	56.4	64.7	71,975
Worcester	84.1	62.7	49.6	56.0	64.3	88,276
Lawrence/Lowell	83.8	64.1	49.2	57.4	64.8	83,225
Fall River/New Bedford	86.5	69.7	53.9	57.3	74.9	92,456
Total Population	82.7	61.9	47.0	54.2	67.9	3,357,840

Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 7-B
Support for Restrictions on Tobacco Marketing - Current Non-Smokers

	Support Ban on:					
	Free Samples on Streets (%)	Sponsorship of Events (%)	Magazine Advertising (%)	Billboard Advertising (%)	Product Promotions (%)	Unweighted Sample Size (N)
Sex						
Male	80.2	49.4	34.3	49.9	53.0	762
Female	93.0	64.2	48.2	58.9	73.6	1050
Age Category						
18 - 24	85.7	51.4	23.8	41.3	58.5	163
25 - 44	86.0	51.8	39.3	50.9	58.0	799
45 - 64	88.6	59.4	47.3	62.0	66.3	453
65 or Older	89.5	73.5	52.9	63.8	82.5	392
Race/Ethnicity						
White Non-Hispanic	87.5	54.3	40.9	51.9	61.9	1411
Black Non-Hispanic	89.9	66.2	55.4	72.1	85.8	124
Hispanic	93.7	86.4	49.2	74.7	72.4	134
Asian & Other	86.8	65.9	47.5	65.0	77.9	62
Education Level						
Less than 12 Years	90.3	64.6	51.0	54.9	66.2	217
12 Years	85.6	63.7	43.3	52.9	66.3	524
13 - 15 Years	92.8	66.9	44.7	64.6	73.5	424
16 or More Years	84.9	47.2	36.9	51.0	58.3	619
Urban Region						
Boston	78.7	57.3	43.5	57.2	64.3	281
Springfield	82.8	59.4	44.4	52.3	67.1	314
Worcester	87.7	62.1	46.5	57.2	60.8	327
Lawrence/Lowell	89.4	62.7	50.1	62.6	72.5	275
Fall River/New Bedford	85.2	61.5	48.0	54.7	58.7	338
Total Population	87.2	57.3	41.9	54.9	64.4	1812

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 7-B
Support for Restrictions on Tobacco Marketing - Current Non-Smokers

	Support Ban on:					
	Free Samples on Streets (%)	Sponsorship of Events (%)	Magazine Advertising (%)	Billboard Advertising (%)	Product Promotions (%)	Unweighted Sample Size (N)
Sex						
Male	73.8	47.1	35.9	42.5	51.3	800
Female	94.4	62.3	46.5	60.0	76.2	1177
Age Category						
18 - 24	88.6	41.5	33.8	44.9	71.6	211
25 - 44	86.1	54.8	34.4	47.1	55.1	841
45 - 64	83.2	57.0	47.5	54.6	66.7	502
65 or Older	85.4	66.1	55.2	67.0	80.4	414
Race/Ethnicity						
White Non-Hispanic	84.5	53.6	39.0	50.3	62.4	1548
Black Non-Hispanic	91.3	73.1	55.3	50.1	79.1	154
Hispanic	95.8	81.2	74.5	82.7	85.7	157
Asian & Other	79.3	44.8	44.7	61.6	77.1	63
Education Level						
Less than 12 Years	89.1	56.4	65.7	60.5	85.2	221
12 Years	85.6	65.2	50.5	65.8	74.6	602
13 - 15 Years	88.8	60.6	42.2	53.5	69.2	484
16 or More Years	82.2	45.8	32.9	41.6	54.0	650
Urban Region						
Boston	86.8	61.7	49.9	58.9	72.0	303
Springfield	87.8	62.4	49.2	57.3	69.5	372
Worcester	88.2	64.9	55.1	59.6	68.6	328
Lawrence/Lowell	87.8	65.6	47.5	57.1	70.4	322
Fall River/New Bedford	86.9	63.3	51.9	56.4	68.6	302
Total Population	85.2	55.4	41.7	52.0	64.9	1977

Source: 1996 Massachusetts Adult Tobacco Survey

Support for Tobacco Taxation

1993 Table 8-A
Support for Additional Tobacco Taxation for Various Purposes

	Favor Additional Taxation if Funds Used:				
	To Reduce Smoking (%)	For Smoking and Health Programs (%)	For Any Government Purpose (%)	Average Additional Tax Endorsed*	Population Size (N)
Sex					
Male	75.9	70.2	32.0	$1.81	2,032,538
Female	79.8	75.5	31.1	$1.47	2,324,607
Age Category					
18 - 24	84.2	82.0	46.3	$1.31	495,071
25 - 44	79.0	75.3	31.2	$1.60	2,060,170
45 - 64	73.9	67.7	28.7	$1.71	1,113,835
65 or Older	77.0	67.4	27.9	$1.87	545,224
Race/Ethnicity					
White Non-Hispanic	77.5	71.6	30.4	$1.57	3,747,795
Black Non-Hispanic	81.4	82.5	29.6	$1.94	175,920
Hispanic	81.9	85.9	51.6	$2.47	126,827
Asian & Other	88.1	90.1	45.0	$1.69	160,394
Education Level					
Less than 12 Years	67.0	69.9	34.7	$2.09	338,158
12 Years	71.3	69.1	24.6	$1.54	1,292,765
13 - 15 Years	76.9	72.5	26.8	$1.30	1,009,660
16 or More Years	85.6	76.9	38.8	$1.82	1,621,226
Smoking Status					
Not a Current Smoker	85.0	79.4	35.7	$1.78	3,357,840
Current Smoker	54.3	51.6	17.3	$0.89	999,304
Urban Region					
Boston	75.8	76.1	35.8	$1.66	433,598
Springfield	72.8	71.5	29.7	$1.55	107,359
Worcester	72.0	71.9	29.2	$1.70	123,216
Lawrence/Lowell	78.4	75.2	33.2	$1.81	116,244
Fall River/New Bedford	77.1	76.3	33.6	$1.64	135,556
Total Population	78.0	73.0	31.5	$1.63	4,357,144

* Response options were from one cent to five dollars per pack.
Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 8-A
Support for Additional Tobacco Taxation for Various Purposes

	Favor Additional Taxation if Funds Used:				
	To Reduce Smoking (%)	For Smoking and Health Programs (%)	For Any Government Purpose (%)	Average Additional Tax Endorsed*	Unweighted Sample Size (N)
Sex					
Male	77.3	71.5	27.9	$2.19	1022
Female	84.7	77.6	29.9	$2.22	1334
Age Category					
18 - 24	76.0	78.9	39.1	$2.29	218
25 - 44	83.5	76.7	28.9	$1.90	1095
45 - 64	80.3	69.7	26.2	$2.38	598
65 or Older	80.8	75.4	26.2	$2.81	438
Race/Ethnicity					
White Non-Hispanic	81.6	74.8	27.9	$2.16	1847
Black Non-Hispanic	83.2	85.9	43.9	$2.66	160
Hispanic	90.0	85.4	59.3	$2.85	167
Asian & Other	78.2	67.4	23.8	$2.57	71
Education Level					
Less than 12 Years	78.0	77.2	26.6	$2.93	298
12 Years	78.6	72.0	27.5	$2.29	748
13 - 15 Years	86.7	82.0	27.9	$2.03	566
16 or More Years	81.7	73.2	32.3	$2.12	707
Smoking Status					
Not a Current Smoker	88.0	80.3	33.2	$2.38	1812
Current Smoker	53.5	52.3	11.9	$1.09	544
Urban Region					
Boston	80.6	73.7	31.3	$2.03	376
Springfield	80.3	76.1	27.0	$2.33	389
Worcester	81.0	75.6	25.8	$2.36	426
Lawrence/Lowell	77.0	74.1	28.8	$2.44	370
Fall River/New Bedford	78.1	74.9	32.9	$2.23	385
Total Population	81.3	74.9	29.0	$2.21	2356

* Response options were from one cent to five dollars per pack.
Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 8-A
Support for Additional Tobacco Taxation for Various Purposes

	Favor Additional Taxation if Funds Used:				
	To Reduce Smoking (%)	For Smoking and Health Programs (%)	For Any Government Purpose (%)	Average Additional Tax Endorsed*	Unweighted Sample Size (N)
Sex					
Male	80.7	67.5	30.6	1.91	1064
Female	87.7	80.6	37.1	1.94	1509
Age Category					
18 - 24	82.1	71.1	32.1	1.45	299
25 - 44	87.2	77.7	33.1	1.76	1158
45 - 64	85.7	76.5	36.7	2.19	643
65 or Older	75.9	64.1	31.3	2.30	463
Race/Ethnicity					
White Non-Hispanic	84.3	73.7	33.1	1.80	2031
Black Non-Hispanic	79.0	81.3	33.3	2.39	194
Hispanic	91.2	85.7	34.2	2.44	196
Asian & Other	87.8	74.6	59.0	2.53	78
Education Level					
Less than 12 Years	78.0	70.9	35.2	2.64	313
12 Years	85.4	73.9	34.1	1.94	830
13 - 15 Years	84.4	75.7	35.7	1.62	658
16 or More Years	85.0	74.9	32.7	2.01	747
Smoking Status					
Not a Current Smoker	88.5	79.1	38.2	2.06	1977
Current Smoker	67.9	56.2	17.5	1.23	596
Urban Region					
Boston	80.3	77.6	34.5	2.05	389
Springfield	81.0	75.9	31.7	2.17	477
Worcester	78.9	72.6	31.4	1.94	442
Lawrence/Lowell	82.8	78.6	31.1	2.31	418
Fall River/New Bedford	81.9	79.8	26.4	1.97	421
Total Population	84.5	74.6	34.1	1.93	2573

* Response options were from one cent to five dollars per pack.
Source: 1996 Massachusetts Adult Tobacco Survey

1993 Table 8-B
Support for Additional Taxation for Various Purposes
Current Non-Smokers

	Favor Additional Taxation if Funds Used:				
	To Reduce Smoking (%)	For Smoking/Health Programs (%)	For Any Government Purpose (%)	Additional Tax Endorsed	Population Size (N)
Sex					
Male	83.7	77.5	37.4	$1.99	1,542,227
Female	86.1	80.9	34.3	$1.61	1,815,613
Age Category					
18 - 24	90.6	87.1	48.9	$1.41	357,545
25 - 44	88.7	85.6	38.2	$1.78	1,477,821
45 - 64	78.7	71.2	32.1	$1.88	907,884
65 or Older	82.5	71.7	29.0	$1.91	489,063
Race/Ethnicity					
White Non-Hispanic	84.9	78.2	34.9	$1.73	2,869,828
Black Non-Hispanic	87.1	84.7	30.7	$2.14	142,416
Hispanic	82.8	87.5	53.3	$2.85	98,577
Asian & Other	93.7	96.2	45.9	$1.71	133,777
Education Level					
Less than 12 Years	78.3	81.8	33.3	$2.56	223,620
12 Years	79.7	76.4	28.9	$1.83	879,984
13 - 15 Years	86.5	79.3	32.6	$1.36	749,453
16 or More Years	87.9	80.2	41.3	$1.89	1,437,144
Urban Region					
Boston	81.2	80.3	40.8	$1.85	321,425
Springfield	82.9	82.0	35.3	$1.74	71,975
Worcester	81.9	78.1	36.1	$1.86	88,276
Lawrence/Lowell	84.7	81.6	39.4	$2.10	83,225
Fall River/New Bedford	86.5	85.4	38.9	$1.77	92,456
Total Population	85.0	79.4	35.7	$1.78	3,357,840

* Response options were from one cent to five dollars per pack.
Source: 1993 Massachusetts Tobacco Survey - Adult

1995 Table 8-B
Support for Additional Taxation for Various Purposes
Current Non-Smokers

	Favor Additional Taxation if Funds Used:				
	To Reduce Smoking (%)	For Smoking/Health Programs (%)	For Any Government Purpose (%)	Additional Tax Endorsed*	Unweighted Sample Size (N)
Sex					
Male	84.7	76.5	31.1	$2.34	762
Female	90.7	83.3	34.9	$2.40	1050
Age Category					
18 - 24	93.5	93.7	51.1	$2.51	163
25 - 44	89.4	81.3	31.7	$1.99	799
45 - 64	86.0	74.2	31.3	$2.68	453
65 or Older	83.2	78.1	28.1	$2.88	392
Race/Ethnicity					
White Non-Hispanic	88.0	79.9	32.0	$2.33	1411
Black Non-Hispanic	84.4	87.3	51.6	$3.10	124
Hispanic	89.8	84.4	58.5	$3.14	134
Asian & Other	97.2	81.9	31.3	$2.73	62
Education Level					
Less than 12 Years	79.8	79.5	25.2	$3.49	217
12 Years	88.8	80.3	34.5	$2.58	524
13 - 15 Years	93.6	89.2	33.9	$2.25	424
16 or More Years	85.7	75.6	33.7	$2.16	619
Urban Region					
Boston	84.0	76.3	38.4	$2.30	281
Springfield	83.8	80.3	30.1	$2.49	314
Worcester	88.5	81.5	31.4	$2.64	327
Lawrence/Lowell	83.9	78.0	35.3	$2.69	275
Fall River/New Bedford	88.6	82.0	39.0	$2.53	338
Total Population	88.0	80.3	33.2	$2.38	1812

* Response options were from one cent to five dollars per pack.
Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 8-B
Support for Additional Taxation for Various Purposes
Current Non-Smokers

	Favor Additional Taxation if Funds Used:			Additional Tax Endorsed*	Unweighted Sample Size (N)
	To Reduce Smoking (%)	For Smoking/Health Programs (%)	For Any Government Purpose (%)		
Sex					
Male	83.9	70.8	34.6	2.10	800
Female	92.2	85.8	41.1	2.04	1177
Age Category					
18 - 24	93.3	82.8	44.7	1.77	211
25 - 44	89.5	81.7	36.3	1.90	841
45 - 64	90.1	80.7	40.5	2.24	502
65 or Older	78.8	66.3	31.4	2.29	414
Race/Ethnicity					
White Non-Hispanic	88.8	79.0	37.6	1.94	1548
Black Non-Hispanic	86.5	87.6	38.2	2.51	154
Hispanic	88.9	81.6	38.9	3.36	157
Asian & Other	87.9	73.9	55.9	2.17	63
Education Level					
Less than 12 Years	81.6	79.0	39.8	2.74	221
12 Years	91.3	81.0	42.1	2.17	602
13 - 15 Years	90.7	82.6	40.5	1.78	484
16 or More Years	86.4	76.1	34.3	2.09	650
Urban Region					
Boston	85.7	83.3	38.7	2.37	303
Springfield	86.3	80.1	34.8	2.34	372
Worcester	86.0	79.2	36.2	2.11	328
Lawrence/Lowell	86.8	82.9	34.8	2.47	322
Fall River/New Bedford	87.8	84.1	32.3	2.20	302
Total Population	88.5	79.1	38.2	2.06	1977

* Response options were from one cent to five dollars per pack.
Source: 1996 Massachusetts Adult Tobacco Survey

Avoidance of ETS

1995 Table 9-A
Reactions to ETS

	Would use restaurants more if smokefree (%)	Would use bars more if smokefree (%)	Avoided a smoky place (%)	Avoided a smokefree place (%)	Prefers formal policies (%)	Unweighted Sample Size (N)
Sex						
Male	25.6	18.2	34.8	9.8	55.3	1022
Female	35.3	21.4	43.5	7.5	60.6	1334
Age Category						
18 - 24	12.7	16.8	22.3	12.4	39.4	218
25 - 44	35.8	24.2	47.9	9.4	69.8	1095
45 - 64	36.3	21.4	37.8	7.1	55.0	598
65 or Older	21.4	6.3	30.9	4.9	43.2	438
Race/Ethnicity						
White Non-Hispanic	29.8	21.4	39.9	7.8	58.6	1847
Black Non-Hispanic	27.0	18.5	47.2	10.8	60.1	160
Hispanic	50.4	13.0	53.9	21.7	61.6	167
Asian and Other	40.1	17.3	16.9	3.0	55.6	71
Education Level						
Less Than HS	19.4	9.6	26.9	12.1	22.5	298
High School	27.1	11.1	32.9	7.3	45.6	748
Some College	29.1	17.4	33.6	13.4	61.1	566
BA or Higher	38.9	31.1	53.2	5.6	74.7	707
Smoking Status						
Not a current smoker	37.7	24.6	47.4	4.7	66.1	1812
Current Smoker	2.7	.6	6.6	24.7	25.3	544
Urban Region						
Boston	27.0	21.7	32.3	13.3	62.3	376
Springfield	27.8	15.9	31.7	11.1	52.9	389
Worcester	28.1	17.6	31.9	11.6	50.6	426
Lawrence/Lowell	30.9	18.4	37.7	11.2	51.6	370
Fall River/New Bedford	31.9	15.2	30.2	13.3	45.3	385
Total	31.0	20.0	39.6	8.5	58.2	2356

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 9-A
Reactions to ETS

	Would use restaurants more if smokefree (%)	Would use bars more if smokefree (%)	Avoided a smoky place (%)	Avoided a smokefree place (%)	Prefers formal policies (%)	Unweighted Sample Size (N)
Sex						
Male	24.2	13.8	26.5	8.1	55.3	1064
Female	42.0	21.9	45.9	7.3	64.9	1509
Age Category						
18 - 24	26.6	24.4	29.2	11.5	51.5	299
25 - 44	32.7	22.0	38.8	8.9	71.1	1158
45 - 64	38.9	15.2	41.9	5.8	65.9	643
65 or Older	30.8	5.4	30.1	5.0	30.7	463
Race/Ethnicity						
White Non-Hispanic	31.7	16.9	37.1	7.5	61.5	2031
Black Non-Hispanic	36.6	19.6	37.5	7.9	65.2	194
Hispanic	40.6	20.6	33.0	17.5	48.1	196
Asian and Other	60.8	42.5	38.8	2.9	52.2	78
Education Level						
Less Than HS	35.4	11.0	34.3	10.1	34.5	313
High School	31.5	12.3	31.1	4.9	43.4	830
Some College	29.6	18.2	32.3	10.6	60.8	658
BA or Higher	38.0	23.6	45.1	7.4	77.3	747
Smoking Status						
Not a current smoker	40.0	21.5	43.9	2.9	65.9	1977
Current Smoker	7.1	4.1	7.6	28.2	37.5	596
Urban Region						
Boston	32.6	24.1	37.6	12.1	61.4	389
Springfield	28.3	13.9	29.2	9.8	54.2	477
Worcester	28.3	18.5	34.8	12.0	57.5	442
Lawrence/Lowell	33.7	21.1	36.4	9.7	55.2	418
Fall River/New Bedford	30.3	15.1	24.9	11.1	52.5	421
Total	33.8	18.2	37.0	7.7	60.5	2573

Source: 1996 Massachusetts Adult Tobacco Survey

1995 Table 9-B
Reactions to ETS - Current Non-Smokers

	Would use restaurants more if smokefree (%)	Would use bars more if smokefree (%)	Avoided a smoky place (%)	Avoided a smokefree place (%)	Prefers formal policies (%)	Unweighted Sample Size (N)
Sex						
Male	30.9	22.7	42.5	6.1	63.8	762
Female	43.1	26.1	51.4	3.5	68.0	1050
Age Category						
18 - 24	16.9	22.7	29.9	7.6	50.2	163
25 - 44	43.5	30.0	57.0	5.2	77.7	799
45 - 64	45.9	27.5	47.7	2.9	66.5	453
65 or Older	22.8	6.8	33.0	4.0	44.3	392
Race/Ethnicity						
White Non-Hispanic	36.2	26.1	47.6	4.1	65.9	1411
Black Non-Hispanic	33.0	22.9	54.8	3.8	68.6	124
Hispanic	55.3	14.9	59.5	22.3	67.9	134
Asian and Other	52.0	22.4	22.0	2.5	70.5	62
Education Level						
Less Than HS	20.8	13.0	31.0	8.9	28.9	217
High School	37.0	15.4	43.9	1.5	57.3	524
Some College	36.3	21.7	39.4	8.0	65.7	424
BA or Higher	42.8	34.1	58.8	3.9	78.8	619
Urban Region						
Boston	35.3	29.5	43.3	7.1	68.2	281
Springfield	33.4	19.3	37.4	6.8	58.3	314
Worcester	35.4	23.3	39.7	2.7	56.0	327
Lawrence/Lowell	40.0	24.4	47.0	3.0	58.2	275
Fall River/New Bedford	43.4	20.9	39.4	5.9	51.8	338
Total	37.7	24.6	47.4	4.7	66.1	1812

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 9-B
Reactions to ETS - Current Non-Smokers

	Would use restaurants more if smokefree (%)	Would use bars more if smokefree (%)	Avoided a smoky place (%)	Avoided a smokefree place (%)	Prefers formal policies (%)	Unweighted Sample Size (N)
Sex						
Male	28.7	15.8	32.7	2.3	60.5	800
Female	49.5	26.2	53.0	3.3	70.1	1177
Age Category						
18 - 24	40.5	36.9	39.5	1.8	63.3	211
25 - 44	39.2	26.6	48.3	4.5	76.2	841
45 - 64	42.9	16.6	46.3	2.1	71.1	502
65 or Older	34.1	6.0	33.2	1.5	34.1	414
Race/Ethnicity						
White Non-Hispanic	38.0	20.5	44.0	3.1	66.6	1548
Black Non-Hispanic	42.3	22.9	42.4	1.5	69.2	154
Hispanic	59.9	29.5	42.5	2.5	57.6	157
Asian and Other	57.9	35.7	48.5	.8	63.5	63
Education Level						
Less Than HS	41.3	14.5	40.4	6.8	42.9	221
High School	39.7	13.5	38.9	1.8	49.6	602
Some College	36.9	23.3	40.0	1.6	66.6	484
BA or Higher	42.0	26.1	49.6	3.8	78.2	650
Urban Region						
Boston	40.0	30.7	45.5	6.1	65.8	303
Springfield	34.2	16.4	34.5	5.0	58.0	372
Worcester	35.6	24.4	42.4	2.2	64.5	328
Lawrence/Lowell	43.9	26.9	44.0	4.0	61.4	322
Fall River/New Bedford	40.1	20.0	32.6	3.3	59.2	302
Total	40.0	21.5	43.9	2.9	65.9	1977

Source: 1996 Massachusetts Adult Tobacco Survey

Use of Promotional Items

1995 Table 10-A
Adult Use of Promotional Items

	Has Seen a Catalog (%)	Has a Catalog (%)	Owns an Item (%)	Got Item thru Mail Order (%)	Unweighted Sample Size (N)
Sex					
Male	62.3	13.1	22.1	28.8	1022
Female	43.9	6.3	16.1	30.7	1334
Age Category					
18 - 24	75.0	18.8	32.8	26.4	218
25 - 44	51.3	9.3	20.1	30.8	1095
45 - 64	56.3	9.0	18.1	33.0	598
65 or Older	27.6	2.1	4.0	5.7	438
Race/Ethnicity					
White Non-Hispanic	53.5	8.4	19.3	31.1	1847
Black Non-Hispanic	43.6	2.4	14.4	15.6	160
Hispanic	45.8	19.3	6.3	36.3	167
Asian and Other	57.1	21.8	21.1	--	71
Education Level					
Less Than HS	50.9	15.3	23.3	28.5	298
High School	59.8	14.3	25.6	39.3	748
Some College	56.9	12.6	19.6	25.2	566
BA or Higher	43.5	2.5	11.4	21.2	707
Smoking Status					
Not a current smoker	45.4	5.0	12.7	15.5	1812
Current Smoker	80.4	27.8	44.1	47.1	544
Urban Region					
Boston	54.2	7.4	15.4	25.4	376
Springfield	54.2	7.5	14.6	23.4	389
Worcester	57.3	11.1	19.6	28.0	426
Lawrence/Lowell	48.8	11.1	15.4	31.3	370
Fall River/New Bedford	60.2	14.6	22.6	34.9	385
Total	52.1	9.3	18.8	29.7	2356

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 10-A
Adult Use of Promotional Items

	Has Seen a Catalog (%)	Has a Catalog (%)	Owns an Item (%)	Got Item thru Mail Order (%)	Unweighted Sample Size (N)
Sex					
Male	61.6	10.8	24.2	32.0	1064
Female	48.0	5.7	10.5	27.1	1509
Age Category					
18 - 24	79.5	17.1	28.6	17.7	299
25 - 44	59.1	10.5	22.1	30.6	1158
45 - 64	45.2	3.4	10.2	35.8	643
65 or Older	36.6	2.3	5.8	67.3	463
Race/Ethnicity					
White Non-Hispanic	54.7	7.5	16.3	33.1	2031
Black Non-Hispanic	52.3	3.6	4.6	7.4	194
Hispanic	73.5	23.0	34.5	23.9	196
Asian and Other	28.8	1.6	8.1	35.6	78
Education Level					
Less Than HS	61.6	11.9	18.6	57.3	313
High School	63.4	14.3	22.8	37.4	830
Some College	55.7	7.1	21.7	17.9	658
BA or Higher	45.1	3.3	8.7	28.9	747
Smoking Status	47.5	4.0	12.6	16.1	
Not a current smoker	83.2	25.5	34.7	52.1	1977
Current Smoker					596
Urban Region					
Boston	52.8	6.8	11.2	35.0	389
Springfield	61.6	6.8	16.5	20.3	477
Worcester	55.9	13.6	18.9	28.6	442
Lawrence/Lowell	54.0	8.5	14.1	42.6	418
Fall River/New Bedford	68.4	13.0	23.9	41.2	421
Total	54.2	8.0	16.8	30.3	2573

Source: 1996 Massachusetts Adult Tobacco Survey

1995 Table 10-B
Adult Use of Promotional Items - Current Non-Smokers

	Has Seen a Catalog (%)	Has a Catalog (%)	Owns an Item (%)	Got Item thru Mail Order (%)	Unweighted Sample Size (N)
Sex					
Male	55.3	7.2	16.3	15.7	762
Female	37.5	3.1	9.9	15.3	1050
Age Category					
18 - 24	69.5	11.2	25.1	10.4	163
25 - 44	43.7	3.9	12.3	14.2	799
45 - 64	50.0	6.0	13.9	24.2	453
65 or Older	26.7	2.1	3.9	--	392
Race/Ethnicity					
White Non-Hispanic	47.0	4.6	14.7	16.0	1411
Black Non-Hispanic	32.9	1.5	5.9	--	124
Hispanic	45.6	17.4	2.9	7.5	134
Asian and Other	46.7	1.5	.4	--	62
Education Level					
Less Than HS	43.0	1.3	17.8	3.9	217
High School	50.5	7.0	16.2	16.8	524
Some College	50.1	10.4	15.7	20.1	424
BA or Higher	39.4	1.4	8.5	13.6	619
Urban Region					
Boston	47.1	2.5	7.8	2.3	281
Springfield	47.8	5.6	10.3	15.1	314
Worcester	51.4	6.4	11.8	5.0	327
Lawrence/Lowell	40.3	5.5	10.1	24.2	275
Fall River/New Bedford	51.6	9.6	15.3	12.2	338
Total	45.4	5.0	12.7	15.5	1812

Source: 1995 Massachusetts Adult Tobacco Survey

Attitude toward Teen Smoking

1995 Table 11-A
Attitude Toward Teen Smoking

	Disapproves of Teen Smoking (%)	Disapproves of Teen Becoming Adult Smoker (%)	Believes Tobacco Companies Use Ads to Recruit Teens (%)	Easy for Teens to Buy Tobacco (%)	More Should Be Done to Reduce Access (%)	Unweighted Sample Size (N)
Sex						
Male	74.5	83.4	79.7	79.8	69.9	1022
Female	83.8	90.6	71.3	74.9	69.5	1334
Age Category						
18 - 24	65.2	75.1	66.5	89.1	63.1	218
25 - 44	81.0	90.6	74.4	76.4	71.8	1095
45 - 64	79.2	86.4	80.0	80.7	70.6	598
65 or Older	88.1	89.8	74.9	59.9	66.5	438
Race/Ethnicity						
White Non-Hispanic	79.4	86.8	76.1	76.3	69.0	1847
Black Non-Hispanic	89.8	93.4	64.0	82.9	77.8	160
Hispanic	80.8	95.8	81.3	70.1	70.7	167
Asian and Other	75.0	80.8	63.1	87.2	61.8	71
Education Level						
Less Than HS	73.3	78.1	64.7	72.7	69.4	298
High School	76.5	81.1	70.8	71.5	64.3	748
Some College	82.9	90.1	73.7	78.1	70.9	566
BA or Higher	81.0	92.8	82.5	81.3	74.0	707
Smoking Status						
Not a current smoker	84.3	90.8	79.1	80.5	74.5	1812
Current Smoker	59.5	72.7	58.3	62.9	49.0	544
Urban Region						
Boston	78.3	88.4	74.6	82.8	76.0	376
Springfield	85.3	89.2	71.6	78.4	75.4	389
Worcester	86.3	87.5	77.4	82.7	79.3	426
Lawrence/Lowell	86.9	87.4	74.9	74.3	68.7	370
Fall River/New Bedford	80.2	83.2	64.8	72.4	68.0	385
Total	79.6	87.4	75.0	77.1	69.6	2356

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 11-A
Attitude Toward Teen Smoking

	Disapproves of Teen Smoking (%)	Disapproves of Teen Becoming Adult Smoker (%)	Believes Tobacco Companies Use Ads to Recruit Teens (%)	Easy for Teens to Buy Tobacco (%)	More Should Be Done to Reduce Access (%)	Unweighted Sample Size (N)
Sex						
Male	76.9	85.2	74.7	73.7	63.3	1064
Female	87.9	94.7	80.6	70.5	69.3	1509
Age Category						
18 - 24	62.7	86.7	73.3	69.6	71.0	299
25 - 44	86.2	90.8	75.3	73.3	69.5	1158
45 - 64	88.4	93.0	80.5	72.1	63.8	643
65 or Older	80.9	87.0	85.3	73.2	62.7	463
Race/Ethnicity						
White Non-Hispanic	82.5	90.2	78.3	71.5	64.1	2031
Black Non-Hispanic	86.4	93.7	78.2	79.3	84.4	194
Hispanic	75.8	91.3	75.0	75.8	83.0	196
Asian and Other	86.6	85.6	61.0	72.2	75.4	78
Education Level						
Less Than HS	81.9	81.6	78.1	68.6	71.5	313
High School	81.0	89.6	71.1	68.2	67.7	830
Some College	82.0	90.7	78.9	75.0	69.2	658
BA or Higher	85.1	92.1	82.5	73.0	63.2	747
Smoking Status						
Not a current smoker	86.5	92.6	79.1	74.4	68.7	1977
Current Smoker	67.7	81.3	72.9	61.9	58.0	596
Urban Region						
Boston	79.8	89.0	75.5	76.0	80.3	389
Springfield	83.0	90.6	74.5	70.0	74.9	477
Worcester	78.2	85.3	80.1	76.7	75.0	442
Lawrence/Lowell	82.0	89.9	76.4	73.8	72.1	418
Fall River/New Bedford	83.0	84.8	74.8	75.7	77.1	421
Total	82.9	90.4	77.9	71.9	66.6	2573

Source: 1996 Massachusetts Adult Tobacco Survey

1995 Table 11-B
Attitude Toward Teen Smoking - Current Non-Smokers

	Disapproves of Teen Smoking (%)	Disapproves of Teen Becoming Adult Smoker (%)	Believes Tobacco Companies Use Ads to Recruit Teens (%)	Easy for Teens to Buy Tobacco (%)	More Should Be Done to Reduce Access (%)	Unweighted Sample Size (N)
Sex						
Male	81.3	89.1	83.2	81.2	73.5	762
Female	86.7	92.2	75.8	79.9	75.2	1050
Age Category						
18 - 24	84.4	85.8	74.7	93.6	77.4	163
25 - 44	82.8	93.4	77.8	79.0	75.3	799
45 - 64	82.8	89.4	83.3	86.9	74.9	453
65 or Older	90.8	89.6	78.7	62.6	69.2	392
Race/Ethnicity						
White Non-Hispanic	83.9	89.7	79.7	79.5	73.2	1411
Black Non-Hispanic	91.0	93.7	68.0	88.5	76.6	124
Hispanic	84.7	98.3	84.8	74.0	69.9	134
Asian and Other	90.2	96.7	77.6	90.7	82.9	62
Education Level						
Less Than HS	78.5	83.2	73.8	81.3	76.2	217
High School	82.7	84.9	73.7	75.5	72.6	524
Some College	88.9	94.4	80.5	83.8	76.6	424
BA or Higher	83.7	94.2	83.0	81.2	74.3	619
Urban Region						
Boston	83.1	91.9	79.3	86.9	81.9	281
Springfield	89.5	92.9	75.7	80.3	77.6	314
Worcester	90.0	91.4	83.5	85.4	81.6	327
Lawrence/Lowell	90.3	89.9	79.9	77.8	70.6	275
Fall River/New Bedford	84.0	86.7	73.3	77.5	75.5	338
Total	84.3	90.8	79.1	80.5	74.5	1812

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 11-B
Attitude Toward Teen Smoking - Current Non-Smokers

	Disapproves of Teen Smoking (%)	Disapproves of Teen Becoming Adult Smoker (%)	Believes Tobacco Companies Use Ads to Recruit Teens (%)	Easy for Teens to Buy Tobacco (%)	More Should Be Done to Reduce Access (%)	Unweighted Sample Size (N)
Sex						
Male	81.4	88.5	76.0	77.0	65.3	800
Female	90.6	95.8	81.5	72.4	71.3	1177
Age Category						
18 - 24	76.0	92.1	71.0	72.0	74.6	211
25 - 44	88.1	92.5	77.6	77.4	71.8	841
45 - 64	90.1	93.8	81.0	74.6	67.1	502
65 or Older	81.9	90.0	85.1	71.7	63.6	414
Race/Ethnicity						
White Non-Hispanic	85.7	92.5	79.2	74.5	66.8	1548
Black Non-Hispanic	89.1	94.8	80.5	78.9	84.8	154
Hispanic	93.9	96.8	72.4	75.5	89.5	157
Asian and Other	84.7	83.4	70.7	65.6	68.7	63
Education Level						
Less Than HS	86.7	90.7	76.3	72.5	71.4	221
High School	86.3	93.4	73.1	70.9	70.0	602
Some College	86.4	92.8	78.0	75.9	72.8	484
BA or Higher	86.7	92.2	83.9	75.7	65.1	650
Urban Region						
Boston	83.6	92.3	77.8	78.8	82.6	303
Springfield	84.4	91.5	77.5	74.5	78.8	372
Worcester	83.3	88.3	85.4	81.9	81.4	328
Lawrence/Lowell	87.6	92.6	78.1	75.9	74.7	322
Fall River/New Bedford	85.1	89.9	76.4	80.7	80.1	302
Total	86.5	92.6	79.1	74.4	68.7	1977

Source: 1996 Massachusetts Adult Tobacco Survey

Exposure to Media Campaign

1995 Table 12A
Exposure to Media

	Aware of Mass Anti-Tobacco Campaign (%)	Saw TV Ads (%)	Heard Radio Ads (%)	Saw Billboards (%)	Recalls Tag Line (%)	Recognizes Tag Line (%)	Unweighted Sample Size (N)
Sex							
Male	70.5	80.3	52.4	45.4	11.0	79.8	1022
Female	60.7	70.2	39.5	28.7	5.7	72.6	1334
Age Category							
18 - 24	51.3	90.9	58.5	36.1	8.2	88.0	218
25 - 44	70.7	78.9	50.6	38.5	10.3	83.5	1095
45 - 64	68.5	71.0	37.7	38.4	6.3	72.6	598
65 or Older	51.9	53.6	22.5	23.8	3.9	45.7	438
Race/Ethnicity							
White Non-Hispanic	67.0	74.9	44.6	36.5	7.4	76.7	1847
Black Non-Hispanic	40.7	77.4	41.7	40.3	9.6	57.6	160
Hispanic	53.9	75.2	57.7	25.7	19.5	81.2	167
Asian and Other	58.9	78.9	62.4	30.9	1.0	70.1	71
Education Level							
Less Than HS	38.9	73.6	39.8	36.1	1.5	63.3	298
High School	56.3	72.8	50.9	28.4	4.5	68.3	748
Some College	62.3	74.5	45.9	33.8	7.4	80.4	566
BA or Higher	79.2	77.1	44.7	44.7	13.0	82.1	707
Smoking Status							
Not a current smoker	65.4	72.1	41.8	34.5	8.3	73.6	1812
Current Smoker	63.9	85.9	59.4	43.1	7.0	85.3	544
Urban Region							
Boston	65.9	80.9	42.9	54.1	13.8	83.3	376
Springfield	62.1	75.1	46.2	33.0	6.9	71.5	389
Worcester	59.7	72.2	46.6	41.6	10.6	80.6	426
Lawrence/Lowell	59.6	75.9	47.0	29.9	7.2	73.2	370
Fall River/New Bedford	49.7	68.9	42.3	36.1	1.5	54.9	385
Total	65.1	74.8	45.7	36.2	8.1	75.8	2356

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 12A
Exposure to Media

	Aware of Mass Anti-Tobacco Campaign (%)	Saw TV Ads (%)	Heard Radio Ads (%)	Saw Billboards (%)	Recalls Tag Line (%)	Recognizes Tag Line (%)	Unweighted Sample Size (N)
Sex							
Male	71.0	82.7	43.3	47.1	7.4	82.5	1064
Female	65.1	75.5	28.8	28.0	6.4	77.7	1509
Age Category							
18 - 24	65.5	91.6	35.3	59.6	5.5	91.5	299
25 - 44	73.1	83.4	38.0	36.0	9.1	84.0	1158
45 - 64	71.3	77.3	35.9	36.7	7.2	80.1	643
65 or Older	46.7	56.6	22.8	18.8	.8	55.5	463
Race/Ethnicity							
White Non-Hispanic	68.1	78.7	34.9	35.6	6.8	80.7	2031
Black Non-Hispanic	72.2	76.6	49.2	45.4	5.0	75.4	194
Hispanic	56.7	90.9	48.0	59.2	12.4	78.4	196
Asian and Other	76.6	72.6	13.1	23.8	5.5	63.3	78
Education Level							
Less Than HS	37.2	66.7	35.0	24.2	6.1	61.7	313
High School	52.9	73.3	30.4	34.1	2.4	73.9	830
Some College	64.7	78.7	39.2	40.3	10.7	80.7	658
BA or Higher	85.4	85.1	37.3	38.2	7.6	86.6	747
Smoking Status							
Not a current smoker	67.1	77.1	30.7	34.6	6.7	78.2	1977
Current Smoker	70.7	85.9	54.6	45.7	7.5	87.0	596
Urban Region							
Boston	65.9	76.8	42.8	46.2	8.0	80.2	389
Springfield	64.1	77.4	38.2	31.3	5.0	76.1	477
Worcester	61.4	75.7	42.4	37.1	7.9	80.1	442
Lawrence/Lowell	56.4	77.4	35.5	29.9	6.9	77.4	418
Fall River/New Bedford	56.2	74.1	39.6	34.3	4.7	66.7	421
Total	67.8	78.8	35.8	36.8	6.8	79.9	2573

Source: 1996 Massachusetts Adult Tobacco Survey

1995 Table 12-B
Exposure to Media - Current Non-Smokers

	Aware of Mass Anti-Tobacco Campaign (%)	Saw TV Ads (%)	Heard Radio Ads (%)	Saw Billboards (%)	Recalls Tag Line (%)	Recognizes Tag Line (%)	Unweighted Sample Size (N)
Sex							
Male	71.3	80.4	49.7	45.9	11.7	78.7	762
Female	60.6	65.2	33.7	25.3	5.5	69.3	1050
Age Category							
18 - 24	45.0	89.0	51.0	37.5	10.1	87.8	163
25 - 44	72.8	77.1	49.4	35.3	10.6	83.9	799
45 - 64	69.4	68.3	29.8	37.9	6.5	67.1	453
65 or Older	51.8	51.6	22.5	24.3	3.9	44.7	392
Race/Ethnicity							
White Non-Hispanic	67.3	72.3	40.1	35.0	7.4	74.4	1411
Black Non-Hispanic	38.9	73.7	40.6	39.7	11.6	57.4	124
Hispanic	51.5	75.4	55.5	19.1	20.3	78.8	134
Asian and Other	53.4	73.1	56.2	39.2	1.2	68.4	62
Education Level							
Less Than HS	46.1	74.4	34.0	31.1	1.2	62.4	217
High School	53.8	66.9	42.5	25.5	4.2	59.3	524
Some College	57.1	69.6	44.5	32.5	8.4	79.7	424
BA or Higher	79.9	77.0	42.3	43.6	12.4	81.9	619
Urban Region							
Boston	63.6	78.7	38.6	48.5	15.0	80.6	281
Springfield	59.4	72.1	44.3	30.2	5.7	67.9	314
Worcester	60.1	69.3	41.8	39.9	9.3	77.6	327
Lawrence/Lowell	58.2	74.0	42.5	27.1	5.3	69.3	275
Fall River/New Bedford	50.3	65.5	40.6	32.6	.6	50.6	338
Total	65.4	72.1	41.8	34.5	8.3	73.6	1812

Source: 1995 Massachusetts Adult Tobacco Survey

1996 Table 12-B
Exposure to Media - Current Non-Smokers

	Aware of Mass Anti-Tobacco Campaign (%)	Saw TV Ads (%)	Heard Radio Ads (%)	Saw Billboards (%)	Recalls Tag Line (%)	Recognizes Tag Line (%)	Unweighted Sample Size (N)
Sex							
Male	70.2	81.6	38.8	43.7	7.6	81.8	800
Female	64.6	73.4	23.5	27.3	5.9	75.3	1177
Age Category							
18 - 24	66.0	90.2	21.1	46.4	2.8	87.5	211
25 - 44	72.7	83.1	31.7	35.4	10.7	83.9	841
45 - 64	70.6	76.2	34.5	37.6	5.9	78.7	502
65 or Older	46.3	54.9	22.2	20.0	.9	55.4	414
Race/Ethnicity							
White Non-Hispanic	67.8	76.7	30.3	34.2	7.0	78.6	1548
Black Non-Hispanic	71.9	73.7	48.4	40.8	5.9	73.8	154
Hispanic	43.0	88.7	36.6	45.7	2.4	71.1	157
Asian and Other	73.3	83.6	6.3	25.8	6.5	74.9	63
Education Level							
Less Than HS	37.3	63.6	40.3	19.6	1.4	52.7	221
High School	48.4	70.3	22.1	30.4	2.9	71.0	602
Some College	62.2	74.9	29.5	37.6	9.9	77.3	484
BA or Higher	84.5	84.2	34.8	37.0	7.6	85.9	650
Urban Region							
Boston	61.8	73.5	36.4	42.1	8.0	80.2	303
Springfield	63.2	76.2	36.4	30.0	4.9	74.3	372
Worcester	59.7	71.4	41.1	33.3	9.4	77.6	328
Lawrence/Lowell	57.1	74.3	34.6	27.4	6.4	75.0	322
Fall River/New Bedford	58.0	73.3	33.1	29.6	4.2	63.3	302
Total	67.1	77.1	30.7	34.6	6.7	78.2	1977

Source: 1996 Massachusetts Adult Tobacco Survey